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ABSTRACT

This survey was conducted to delineate the growing relationship between marketing and public relations and library funding by identifying: (1) the extent to which North American research libraries have developed organized programs in the areas of marketing and public relations; (2) who holds positions in these areas; and (3) the impact these programs have on library funding. Results indicate that little clearly differentiates marketing from public relations. Out of 34 libraries responding to the survey, the majority, 37% reported having one department, area or individual responsible for combined marketing and public relations activities. For those without any marketing or public relations department, 17% reported plans to implement one in the future, while 19% indicated no plans for future implementation. Responding libraries favor the mass distribution of brochures and flyers over other means of self-promotion and fundraising. The least-used method was government lobbying. Over 79% of the respondents experienced fund increases because of promotional activities. A copy of the survey with tabulation of responses is provided. Representative documents include: planning documents from the University of Alberta and Texas Tech University; capital campaign materials from the University of Alabama; gifts documents from the University of Alabama, Cornell and Georgetown universities; library associates newsletters from Georgetown University and the University of Iowa; announcement materials for Georgetown, University of Kentucky, and Texas Tech; and campus communication newsletters and reports from the University of Alabama, Georgetown, Indiana, and Texas Tech universities. A list of selected resources is also included. (AEF)

SPEC

SYSTEMS AND PROCEDURES EXCHANGE CENTER

Kit 240

Marketing and Public Relations Activities in ARL Libraries

April 1999

ED 429 622

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OFFICE OF LEADERSHIP AND MANAGEMENT SERVICES

SPEC
SYSTEMS AND PROCEDURES EXCHANGE CENTER

Flyer 240

Marketing and Public Relations Activities in ARL Libraries

April 1999

INTRODUCTION

In 1977, Robert Vrecenak conducted a study of 424 library public relations programs, 16 of which were in academic libraries. He reported that few academic librarians seemed aware of the potential advantages of public relations.[1] In a 1979 study, Alice Norton found only three college libraries with full-time librarians working in public relations.[2] In 1983, Frank Wylie conducted a national survey of library public relations programs and found that public libraries were three times more likely to have public relations programs than academic libraries.[3]

In 1985, Vikki Ford, a public relations firm executive, surveyed 48 state university libraries to determine the extent of academic library public relations.[4] She discovered three important trends. First, 40 academic libraries conducted some form of publicity, but less than half reported programs planned by one person. Second, the majority of the libraries saw their programs as only moderately effective. And third, interest in public relations programs among academic librarians was high. Ford wrote, "Faced with financial woes, librarians have joined representatives from other types of institutions across the nation in telling their stories through public relations as a means for increasing public awareness of and support for their services."[5] She suggested that with more and stronger, well-organized public relations programs, academic libraries could resolve some of the financial problems facing them.

Today, when libraries are expected to do even more with less, marketing and public relations play an increasingly important role in research and academic libraries' funding strategies. Via newsletters, flyers, newspaper ads, television commercials, and web pages, the library is heightening awareness of its services and the funding necessary to keep those services current and available. New titles, such as director of marketing and publishing, development officer, or public relations coordinator, reflect the more active role libraries play in fundraising.

This survey sought to delineate the growing relationship between marketing and public relations and library funding by identifying: 1) the extent to which North American research libraries have developed organized programs in the areas of marketing and public relations; 2) who holds positions in these areas; and 3) what impact do these programs have on library funding.

To bring consistency to the survey results, public relations was defined as:

> [A]ny organized effort or activity created or performed primarily to enhance prestige or goodwill for an individual or an organization. Individuals involved in public relations are typically responsible or may be responsible for issues management, crisis management, promotions, image enhancement, publicity (media of all types), public awareness, fund raising, government lobbying, public awareness and education.[6]

Marketing was defined as:

> [T]he organized process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that will (if applicable) satisfy individual and organizational objectives. Marketing collects and uses demographic, geographic, behavioral and psychological information. Marketing also fulfills the organization's mission and, like public relations, inspires public awareness and educates.[7]

Fifty-four out of 121 member libraries (45%) responded to the survey.

SURVEY RESULTS

Organized Marketing and PR Programs. When asked, "How are marketing and public relations functions organized in your library?" more than a third of the respondents (20 or 37%) reported having one department, area, or individual responsible for combined marketing and public relations activities. Ten libraries (19%) reported having separate departments, areas, or individuals responsible for both marketing and public relations functions, while five (9%) reported having only a public relations function. No library reported having only a marketing department. For those without any kind of marketing or public relations department, area, or individual, nine (17%) reported plans to implement one in the future, while 10 (19%) indicated no plans for future implementation.

When questioned about department characteristics, however, few institutions, if any, appeared to distinguish public relations activities from marketing. For example, none of the marketing departments had the word marketing in their name, although one of the combined departments did. Only one of the public relations departments had "public relations" in its name, while two of the combined departments did. "Development" was most commonly found in the names of all three types of departments.

Likewise, there was a good deal of overlap in position titles; the word "development" commonly appeared in titles across all three types of departments.

Furthermore, no pattern of primary and secondary goals emerged that would separate marketing activities from public relations—what some libraries emphasized as a primary goal others emphasized as a secondary goal. Nonetheless, the two most frequently mentioned goals were the same for public relations, marketing, and combined departments: raise funds and educate and/or heighten awareness. Not only was this true for libraries with departments already in place, but also for those planning to establish one.

All three types of departments had the distribution of brochures and flyers high on their list of fundraising or promotion activities. The least-used method was government lobbying, perhaps indicating a trend towards seeking independent resources from a broader clientele base, rather than from government resources that have become so scarce over the past decade.

Finally, in terms of years in operation, "combined" departments range from one to 30 years, "public relations" from one to 10 years, and "marketing" from three to six years.

Resources. Libraries that had public relations and/or marketing departments or personnel reported that most positions are full-time. About as many nonlibrary professionals as library professionals were in these positions. Most department head positions required a bachelor's degree, although a few required a graduate degree. Slightly less than half of the respondents (15 or 45%) felt they needed to add staff to the operation. The three most important pieces of equipment for these operations were a copy machine, a fax machine, and a computer with graphic design software and Internet access.

Impact of Marketing and PR. Most respondents indicated that their marketing and public relations activities are either effective or very effective. The overwhelming majority said that marketing and public relations activities have repaid the initial investment. Most indicated that since the department was established, library funds have increased—sometimes by a substantial percentage.

CONCLUSION

Several observations can be made from the survey results. Overall, the results indicated that little clearly differentiates marketing from public relations—at least in terms of outward signs, such as department and position titles. It appears that what one library calls marketing, another calls public relations, and both call development. Nonetheless, libraries that have such activities rate them as important and effective. Moreover, all three department types serve common goals: fundraising and heightening awareness of library services.

The data gathered indicates that libraries favor the mass distribution of printed materials (brochures and flyers, for example) over other means of self-promotion and fundraising. Also, since most persons employed in marketing and public relations hold only a bachelor's degree, it appears that libraries opt to employ public relations professionals and provide library training.

The fact that over 79% of the respondents (27 of 34) have experienced fund increases because of such activities calls for greater awareness. If libraries gain more knowledge about the successes and deficiencies of other institutions' marketing and public relations activities, the better positioned they will be to improve their own fundraising and awareness campaigns.

This SPEC Flyer and Kit were prepared by Evelyn Ortiz Smykla, University of Alabama, as part of the OLMS Collaborative Research/Writing Program.

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[1] *An Evaluation of the Graphic Arts/Public Relations Program of the Capitol Region Library Council* (Hartford: Connecticut State Library, 1977), ERIC #ED145827.

[2] "Public Relations," *ALA Yearbook, 1978* (Chicago: American Library Association, 1978), 242-45.

[3] "Attitudes Toward the Media," *Public Relations Journal* (Jan. 1975): 6-7.

[4] "PR: The State of Public Relations in Academic Libraries," *College & Research Libraries* 46 (Sept. 1985): 395-401.

[5] Ibid., 395.

[6] Jerry Martin Rosenberg, *Dictionary of Marketing & Advertising* (New York: J. Wiley, 1995).

[7] Paul Argenti, ed. dir., *The Portable MBA Desk Reference: An Essential Business Companion* (New York: J. Wiley, 1994).

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SYSTEMS AND PROCEDURES EXCHANGE CENTER

Marketing and Public Relations Activities in ARL Libraries

A SPEC Kit compiled by

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April 1999

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SYSTEMS AND PROCEDURES EXCHANGE CENTER

Kit 240

Marketing and Public Relations Activities in ARL Libraries

April 1999

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SURVEY RESULTS

24 April 1998

To: ARL SPEC Liaisons

From: Patricia Brennan, ARL Program Officer

Re: SPEC Survey on Marketing and Public Relations Activities in ARL Libraries

The purpose of this SPEC survey is threefold: 1) to discover the extent to which North American research libraries have developed organized programs in the areas of marketing and public relations; 2) to determine who holds these positions (professional librarian, paraprofessional, business consultant, etc.); and 3) to determine what impact marketing and public relations have on library funding.

The survey was drafted by Evelyn Ortiz Smykla, Assistant Professor, Business Reference Librarian, University of Alabama.

Please read the following definitions before proceeding:

> **Public Relations:** Any organized effort or activity created or performed primarily to enhance prestige or goodwill for an individual or an organization. Individuals involved in public relations are typically responsible or may be responsible for issues management, crisis management, promotions, image enhancement, publicity (media of all types), public awareness, fund raising, government lobbying, public awareness and education.
>
> **Marketing:** The organized process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that will (if applicable) satisfy individual and organizational objectives. Marketing collects and uses demographic, geographic, behavioral and psychological information. Marketing also fulfills the organization's mission and, like public relations, inspires public awareness and educates.

Please complete the survey and forward supporting documentation to the ARL Office by May 22, 1998. Please use the web form available at <http://www.arl.org/spec/surveys/mkt.html>.

As always, your individual responses will be treated confidentially.

ASSOCIATION OF RESEARCH LIBRARIES ◆ OFFICE OF LEADERSHIP & MANAGEMENT SERVICES
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MARKETING AND PUBLIC RELATIONS ACTIVITIES IN ARL LIBRARIES

Note: There were 54 reporting libraries (45%) out of 121 surveyed.

1. How are marketing and public relations functions organized in your library?

a.	One department, area, or individual responsible for marketing and public relations combined	20
b.	Separate departments, areas, or individuals, responsible for marketing and public relations	
	Both marketing and public relations	10
	Pubic relations only	5
	Marketing only	0
c.	Currently no department, area, or individual responsible for either marketing or public relations, but there are plans to implement one in the future	9
d.	No department, area, or individual responsible for either marketing or public relations and no plans to implement any in the future	10

If you responded to "d," please stop here and forward your response.
If you responded to "c," please skip questions 2–14 and answer 15–20.
If you have separate marketing and public relations departments, please answer questions 2–13 for each department. If the departments are combined, please answer the section once under the column labeled "combined."

2. What is the name of the department?

Names most commonly reported were:

Marketing	Development
	Information literacy committee
	Library development office
	Public services/user feedback committee
	Development officer
	Library development
Public relations	Collections division/library development committee
	Communications
	Corporate programming/information services
	Development and external relations
	Public relations
	Reader's services division
Combined	Development and public affairs
	Development and public relations
	Library advancement
	Library outreach
	Marketing and publishing
	Public relations
	Publications
	Publication information
	Special services
	Support and development services

3. How important are marketing and public relations to your library?

Very important	22
Important	20
Unimportant	1
Very unimportant	2

4. How many years has the department been in existence?

	Range	Mean	Mode*
Marketing	3–6 years	4.25 years	4 years
Public relations	1–10 years	7.25 years	10 years
Combined	1–30 years	8.21 year	5 years

**figure that occurs most frequently in the range*

5. What are the primary and secondary goals of the department?

Among the goals most commonly reported were:

	Primary Goal	Secondary Goal
Marketing	Educate Increase awareness/resources Provide services Raise funds	Educate/support community Increase awareness/resources Meet user needs
Public relations	Communicate with media Increase awareness/resources Provide service to corporate community Raise funds	Increase awareness/resources Improve communications Keep library self-supporting Raise funds Support library
Combined	Communicate effectively Develop public relations manual Increase awareness/resources Promote access Raise funds Transfer knowledge to public	Increase awareness/patrons/resources Interest alumni Raise funds Understand patrons

6. What activities does your library use to promote marketing and public relations?

	Marketing	Public Relations	Combined
Fundraising	3	10	15
Government lobbying	1	2	2
Brochures	9	12	19
Flyers	1	13	19
Other*	5	23	20

*Commonly cited were: demographic surveys, email announcements, exhibits/displays, focus groups, give-a-ways, media contact, newsletters, partnership projects, press releases, special events, and web pages.

7. In your opinion, what is the overall effectiveness of marketing and public relations in your library?

	Marketing	Public Relations	Combined
Very effective	--	1	4
Effective	7	14	11
Ineffective	--	--	1
Very ineffective	--	--	--
Too early to tell	1	--	3

8. In your opinion, has the emphasis on marketing and public relations repaid your investment?

	Marketing	Public Relations	Combined
Yes	6	16	15
No	1	--	--
Too early to tell	--	--	2

9. Have the funds raised increased, decreased, or stayed about the same since the department was established?

The original survey asked respondents to provide the source of funding (state, federal, endowment, or other) and the percentage of increase or decrease. However, of the 24 respondents who reported an increase, only seven provided details on the percent increase and its source. The increases ranged from 2% to 700%. Similarly, three respondents reported a decrease, but only one provided details on the percent (28%). Six respondents reported that funding stayed about the same. There was no significant difference in response among the three types of units.

10. Please list the six most important pieces of equipment/hardware that you believe are necessary to complete the tasks related to marketing and public relations (e.g., fax, PC, copy machine, TV, VCR, laptop, graphic design tools and materials, publishing software such as Corel Draw, etc.)

All of the respondents agreed that the most important equipment was a computer with email and Internet access, a copy machine, a fax machine, and graphic design tools.

11. What positions within the library do the individuals responsible for marketing and/or public relations hold?

	Marketing	**Public Relations**	**Combined**
Librarian Professional	4	9	12
FTE full-time	2	7	7
FTE part-time	2	3	4
Nonlibrary professional	2	10	11
FTE full-time	2	8	10
FTE part-time	--	3	1
Paraprofessional	--	5	5
FTE full-time	--	3	4
FTE part-time	--	2	1
Clerical	3	8	6
FTE full-time	1	6	4
FTE part-time	2	2	2
Other	--	2	2
Specify	--	Student	Student
FTE full-time	--	1	0
FTE part-time	--	1	1

Note: The number of full- and part-time staff may not add up to category totals or vice-a-versa due to incomplete data.

12. What titles do the individuals in this department hold (e.g., director, coordinator, secretary, etc.)?

Marketing	Director
	External services/outreach librarian
	Head of special collections and library development
	Library development officer
	Reference service manager
Public relations	Assistant director of libraries and public relations librarian
	Assistant university librarian and development officer
	Assistant university librarian for planning, administration, and personnel
	Coordinator
	Corporate programs librarian
	Development officer
	Director
	Director of access and delivery services
	Director of development
	Director of library development and external relations
	Director of pubic relations
Combined	Communications specialist
	Deputy assistant for library development and publications
	Development assistant
	Director
	Director of advancement
	Director of development
	Director of development and public affairs
	Director of marketing and publishing
	Executive director
	Head of collection development
	Head of library outreach
	Library advancement officer
	Planning officer
	Public information librarian
	Public relations officer
	Special services librarian
	University librarian

13. What is the educational requirement for the person who heads the department?

	Marketing	Public Relations	Combined
Bachelor of Arts	1	3	2
College degree other than B.A.	1	3	1
Degree in related field	1	3	2
M.L.S. or equivalent	2	1	1
M.L.S. and second Masters	1	1	2
Post secondary	--	--	7
Ph.D.	--	--	1
Other	1	1	1
None	--	--	1

14. Are there personnel you feel you need to add to the marketing and public relations area?

Yes	15
No	18

LIBRARIES NOT HAVING A DEPARTMENT/AREA/INDIVIDUAL RESPONSIBLE FOR MARKETING AND /OR PUBLIC RELATIONS

15. In the next several years do you plan to expand library marketing and/or public relations efforts for your library?

Yes	9
No	0

16. Are you planning separate or combined departments, areas, or positions for marketing and/or public relations?

Separate	1
Combined	2
Not sure	5

17. What kind of personnel do you envision needing?

Assistant to associate vice president with experience in administration, human resources, and special projects
Clerical support staff
Department head
Development director
Development and publicity
Full-time professional staff
Graphic design consultant
M.L.S. and experience in public relations, publications, and development
Public relations and development
Student workers

18. What educational requirement will the person(s) need?

Bachelors degree with preference for advanced degree
B.F.A. and experience in administration, human resources, and special projects management
College degree and experience
Masters or similar degree in marketing, communications, public relations, or similar field
M.L.S.
M.L.S. and experience in public relations, publications, and development

19. What will be the primary and secondary goals of the marketing and/or public relations area?

Primary goal	Capacity for communication and consultation with community
	Fundraising
	Increase visibility of libraries
	Information, i.e., publications and public relations
	Share information about libraries as part of outreach and development efforts
Secondary goal	Enhance library image on campus
	Implement effective awareness, education, needs identification, and assessment activities
	Fundraising
	Publicity, marketing, working with Friends group

20. What are the six most important pieces of equipment/hardware you believe will be necessary to complete the tasks related to marketing and public relations?

As with the units already in operation, a computer, a copy machine, and a fax were listed.

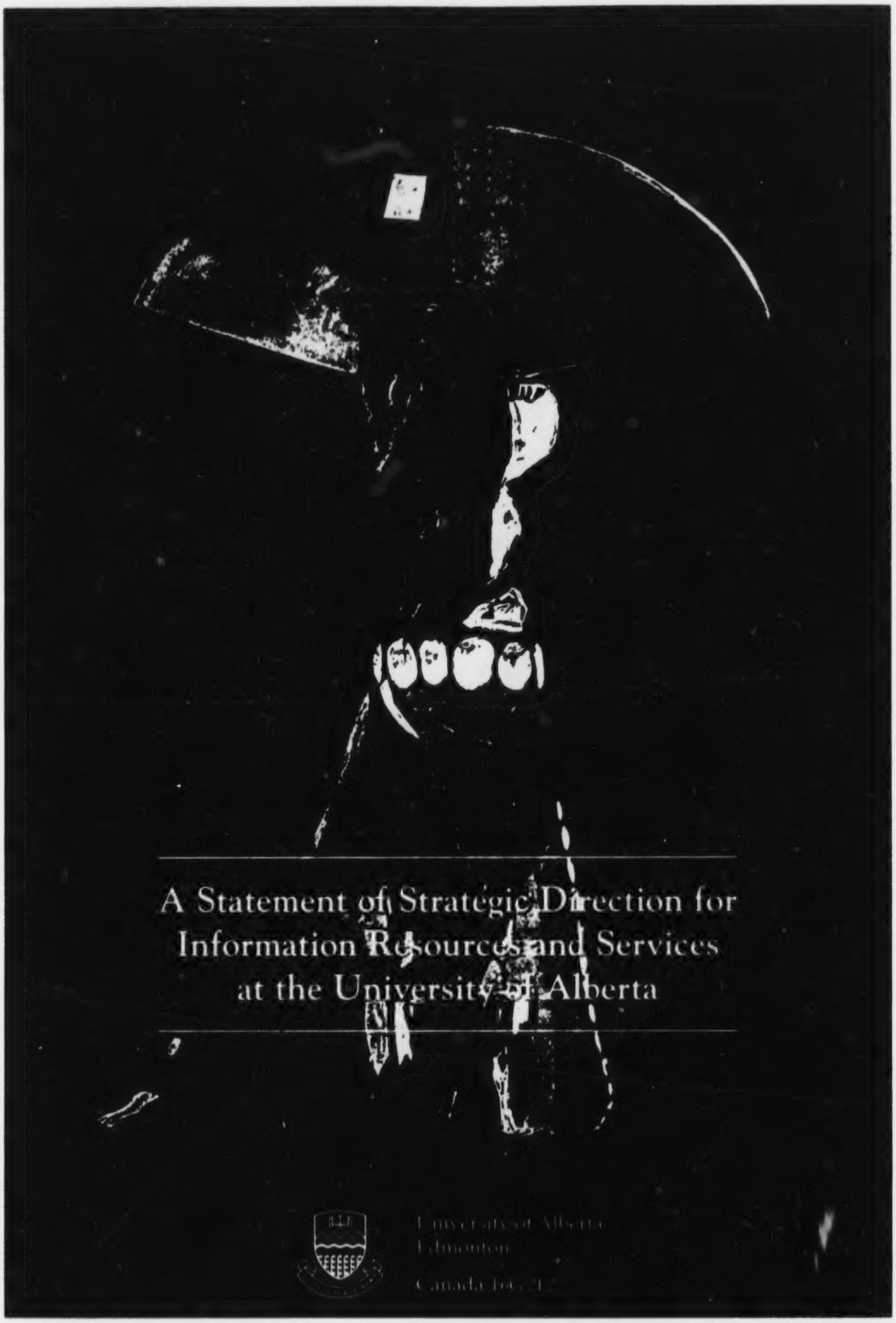
RESPONDING INSTITUTIONS

University of Alabama
University of Alberta
Arizona State University
University of British Columbia
University of California–Riverside
University of California–San Diego
University of Colorado
Colorado State University
Cornell University
Dartmouth College
Georgetown University
University of Georgia
Georgia Institute of Technology
University of Guelph
University of Hawaii
University of Illinois at Chicago
Indiana University
University of Iowa
Iowa State University
Johns Hopkins University
University of Kentucky
Laval University
Linda Hall Library
Louisiana State University
McGill University
McMaster University
University of Maryland
University of Massachusetts
Massachusetts Institute of Technology
University of Minnesota
University of Missouri
National Agricultural Library
National Library of Canada
University of New Mexico
University of North Carolina
University of Notre Dame
Ohio State University
Pennsylvania State University
Purdue University
Rice University
State University of New York at Albany
State University of New York at Stony Brook
University of Tennessee
University of Texas
Texas A&M University
Texas Tech University
University of Toronto
Tulane University
University of Utah
Vanderbilt University
Virginia Tech
Washington University–St. Louis
University of Waterloo
York University

REPRESENTATIVE DOCUMENTS

UNIVERSITY OF ALBERTA

TAKING AIM...



A Statement of Strategic Direction for
Information Resources and Services
at the University of Alberta

University of Alberta
Edmonton
Canada T6G [illegible]

Message

From the Director

Taking Aim . . . is a statement of strategic direction which builds on the progress made in the period 1990 to 1995 by way of the strategic plan -- ***Riding the Wave***. This new statement is intended to assist the University in achieving its vision outlined in ***Degrees of Freedom: A Strategic Plan for the University of Alberta to the Year 2005***.

Our Strategic Directions Team places before the University community a response to a set of existing conditions, and an extrapolation of the resulting environment into a simulated future. ***Taking Aim*** . . . is not a strategic plan, although with the articulation of short-term actions, it assumes some of those characteristics. However, we believe our future is far too uncertain to state definitively, by way of multi-year actions, what its nature will be.

We have chosen the powerful image of **The Archer**, by John Nieto, to depict visually our intentions. Like the archer, whose feet are firmly planted in the ground, we frame our directions in terms of initiatives and goals which are rooted in the accomplishments of our past. Like the archer, who aims a bow and arrow toward the heavens, we see a limitless future -- a future which is whatever our imaginations can make sense of. Like the archer, whose colours stir the senses, we see ourselves and our services as vibrant contributors and contributions to the academic enterprise.

By its nature ***Taking Aim*** . . . does not deal extensively with each task and function of our contribution. Our actions in achieving our goals will always be situational. But, all activities such as reference, instruction, circulation, collection management, preservation, systems, inter-library loan, cataloguing, and acquisitions are the collectivity of our services. They are the continuing foundation upon which we will achieve our goals. We must do our best, under trying circumstances as our personnel and materiel resources shrink, to maintain and enhance all of these. Yet, at the same time we must grow, evolve and take advantage of opportunity.

Thus, the actions here represented are meant to encompass only activities which both position us along our arrow's path, and are achievable within a twelve to eighteen month period. We are committed to developing a strategic process which will review our direction at this interval. We will then develop new actions, consistent with the circumstances of the moment, which will continue to move us toward our mission.

Now, permit me one final word. I wish to express my gratitude to the Strategic Directions Team for their work on our behalf. They were hardworking and dedicated to their charge. And, while their contribution has been consequential, they are but members of a staff complement which excels each and every day, making our institution one of the most dynamic and innovative in the country. Thank you.

Ernie Ingles

Director of Libraries

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Physical Facilities and Technology Infrastructure
Communication
Enhancing the Resource Base
Accountability

Appendix

Our Resource Requirements

Communication

All staff, especially those directly involved with services to the learner, should have adequate information to perform effectively their duties and responsibilities. They should have, also, the necessary communication skills to interact with our learners and colleagues, as well as with the external communities. In short, the existence of an appropriate information system is an essential tool for communication and for service delivery. It is only by way of such a system that all stakeholders achieve an understanding of their shared traditions, imperatives, and visions.

The vehicles for dissemination are numerous, but might include management briefings, general or unit specific information exchange meetings, documented information, and information technology tools. Whatever the vehicle, we are resolved to be more focused in three areas: communication with and between our staff and service units; communication with the University community; and communication with the external community.

GOAL I: *To improve organizational communication in order to provide an atmosphere of common purpose, and provide the appropriate infrastructure for learning.*

A COMMUNICATION PLAN

is a structured analysis of the strategy and tactics to reach targeted groups.

GOAL II: *To communicate our endeavors to the University community in a timely fashion, encouraging feedback and interchange, and with demonstrated appreciation to learners as contributing partners.*

Action 1:	We will train service units in creating communication plans.
Action 2:	We will invoke communication plans for major service initiatives.
Action 3:	We will train staff in the use of focus groups as tools for ongoing learner participation in service development.
Action 4:	We will employ technology to advise learners on our current and new service offerings, and our achievements.

GOAL III: *To enhance the reputation of the University by heralding our achievements to the external community and permitting the community to share in our pride and join in celebrating our accomplishment.*

CELEBRATE!

Enhancing the Resource Base

Traditional funding sources will not serve all our needs in the transition to a new information and learning environment. Government policy demands that the University reduce dependence on funding from grants. As a result, learners are being asked to assume greater responsibility for the costs of their learning. But even so, there is an emerging imbalance as the gap widens between declining revenues, representing the University's inability to keep pace with cost by way of its traditional sources (grants and tuition revenues), and the escalating expense of providing the learning experience.

Within the context of providing information services and resources, the causes of this gap are, broadly, twofold. First, the costs of providing learners with information resources continues to escalate: the inflation rate for print resources has been in double digits for years, and the digital information marketplace is rewriting the economics of publishing, with every new license adding capability but also considerable incremental cost. We have been unable to keep pace. Second, it is becoming increasingly difficult to provide learners with services: the reduction of the staff complement puts extraordinary strains on remaining personnel. Yet, we are requested to respond to the expectations of learners for current as well as new information products and services.

Our response to this resource dilemma must be multifaceted. To enhance our information resources and maintain our services we must continue with our traditional approaches. For example, we must pursue monetary gifts through our established donor base; we must actively seek out donated collections and other gifts-in-kind; and we must partner with other University units to co-sponsor specialized information services.

In addition, we must be bolder in pursuing new donors for major capital initiatives; and we must be innovative in creating revenue. To this end, we must create our own revenue opportunities by delivering, either independently or in partnership with others, services and products which serve an unfulfilled and unserviced demand, whether on campus or off.

LEARNING PAVILION

is a legacy project to link the University with the people of Alberta. It is a place to bring knowledge, experience, and scientific discovery to the people of Alberta, and celebrate research, teaching, and learning.

GOAL I: *To focus development efforts in areas which offer a special appeal to the community and a return to the University.*

Action 1:	We will partner with the Department of Museums and Collections, and other University units, to promote the development of the 'Learning Pavilion'.
Action 2:	We will create a development strategy which targets information technologies.

Media and News Release Policy

This media and news release policy has been established by the Office of Library Administration to coordinate the release of news items from the University Libraries.

Goals

*To increase local, state, and national media coverage of the University Libraries.

*To strengthen patron awareness of library resources and facilities through positive media coverage.

*To provide a philanthropic rationale, through positive media coverage, that contributes to the cultivation and solicitation of major gift donors.

External Relations

The Office of Library Development and External Relations, in coordination with the Dean of Libraries, holds the primary responsibility for the external relations of the University Libraries. The external relations function includes writing, editing and distributing news releases as well as making contact with local, state and national media. All University Libraries news releases and contacts with media should be coordinated through the Office of Library Development and External Relations (OLDER)

Final authority for approving news items for distribution resides with the Dean of Libraries and the appropriate Associate Dean of Libraries. The Office of Library Development will determine when and how to release news and information to the media in a manner deemed most beneficial to the University Libraries. Various media strategies may include press releases, personal calls to media, advisories, query letters, press packets and/or other public relations tools.

News Releases

The news release is a standard tool for dissemination of information regarding the University Libraries. Items for a news release should be of broad, rather than narrow, public interest.

Items for news release may be generated by any library staff member who has informed his/her supervisor of the topic and received approval to request the production and dissemination of a news release by the Office of Library Development and External Relations.

After receiving supervisory approval, a staff member with appropriate news items should then contact the OLDER to request a news release. The Office of Library Development and External Relations will then contact the appropriate associate dean for administrative approval. After administrative approval, OLDER will proceed with handling the request in the manner deemed most appropriate for media coverage.

Staff members requesting publicity on events, programs, symposia and other activities should contact OLDER at least two weeks in advance. For major Library events and programs, OLDER should be contacted four to six months in advance. Such advance notice assists in getting the broadest possible publicity for the University Libraries.

To request a news release, Library staff members should contact the Assistant Director of Library Development with a written summary or outline of the upcoming Library functions. Information should include a brief description of the event, its purpose, any admission fees and time, date and location of the function. Staff should also submit details and/or accompanying resumes of guest speakers or presenters.

Once OLDER has received adequate information, a news release will be drafted and returned to the staff member to verify the accuracy of the text. Any factual errors will be changed, but matters of form and style will be at the sole discretion of OLDER in line with standard media standards.

After approval of accuracy by the appropriate Library staff member, the news release will be put in final form and distributed to the media.

Library Spokesperson

The Dean of Libraries is the official spokesperson for administrative matters of the University Libraries. In the absence of the dean or upon the designation of the dean, the associate deans or the director of OLDER can serve as the official spokesperson.

Such designation of official spokespersons does not preclude Library employees from speaking with media representatives to address issues in their area of expertise in Library Science or in their respective departments.

Media Visits to University Libraries

The Office of Library Development and External Relations is available to assist Library staff members in dealing with reporters and to help media visiting the University Libraries.

Whenever media representatives contact OLDER for interviews, OLDER staff will work with the Dean of Libraries or appropriate Associate Dean to determine the best staff member to serve as a media source. OLDER staff will help coordinate a media interview and assist that staff member in dealing with the media.

Should media representatives show up unannounced and need assistance in covering a library-related news activity, they should be referred to OLDER for assistance. All camera crews and photographers should be accompanied by a representative of OLDER or the Dean of Libraries Office before taking interior photographs or video.

OLDER Assistance

For additional information or assistance on media-related issues, library staff members should call the Assistant Director of Library Development for External Relations at 742-1348.

Media Placement Totals (August 1997-1998)

***LOCAL PLACEMENTS*:**

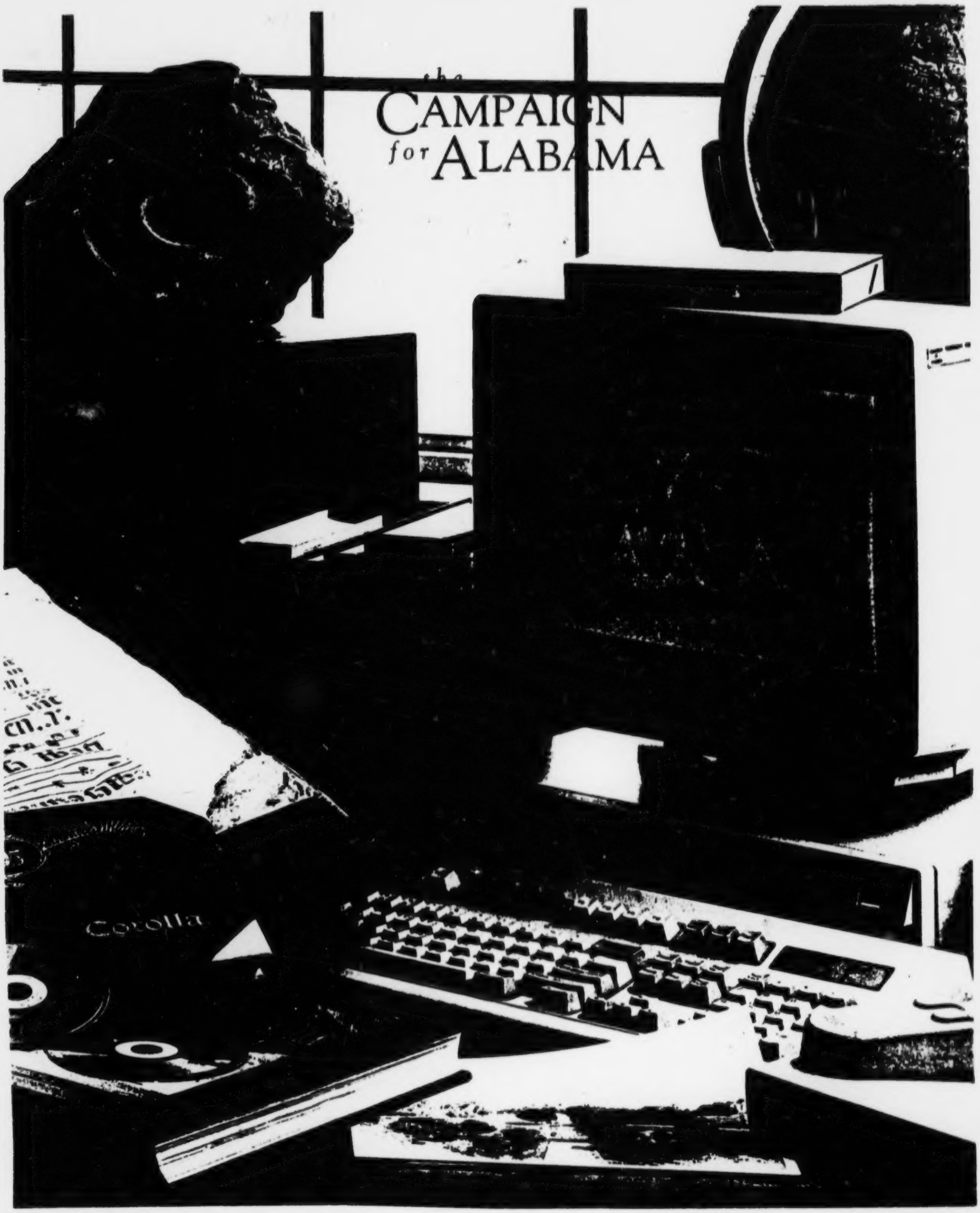
Lubbock Avalanche-Journal	32	(daily circulation 67,000)
University Daily	28	(daily circulation 14,000)
Ch. 11 (KCBD-TV)	4	
Ch. 13 (KLBK-TV)	5	
Ch. 28 (KAMC-TV)	7	
Lubbock Magazine	3	(monthly circulation 4,000)
KFRE-AM "The Big Ed Show"	3	
Lubbock Chamber of Commerce monthly newsletter	2	(monthly circulation 1,400)
South Plains Genealogical Society newsletter	1	(monthly circulation 310)

***STATEWIDE PLACEMENTS*:**

Dallas Morning News	2	(daily circulation 500,000)
Houston Chronicle	2	(daily circulation 550,000)
Associated Press Wire (Dallas bureau)	1	(daily circulation 500,000)
Corpus Christi Caller-Times,	1	(daily circulation 66,000)
San Angelo Standard-Times	1	(daily circulation 33,000)
Midland Reporter-Telegram	1	(daily circulation 23,000)
Texas Highways Magazine	1	(monthly circulation 260,000)

LIBRARY JOURNAL PLACEMENTS:

College & Research Libraries News	2
Library Journal	1
Library Journal (Digital version)	1
The Cyclone, WTHA Newsletter	1
Texas Oral History Assoc., Newsletter	1
TOTAL PLACEMENTS	**99**


the
CAMPAIGN
for ALABAMA

DEAN'S MESSAGE

The five-year capital campaign The University of Alabama has undertaken is simply but aptly named. The **Campaign for Alabama** is indeed a campaign for *all* Alabama. We at the University of Alabama Libraries are eager to reiterate this point. One of our driving purposes has been to provide information services to people *statewide*. Our role has been to support scholarship not only at this university, but at every school in Alabama; and to support not only scholarship, but also the work of our business, professional, and educational communities.

Over the past decade—as advancing technology has turned a page in the history of library service—this role has become more readily fulfilled. Through the University Libraries today, access to all kinds of information, in all formats, is a reality for students and researchers across the state. Computers and telephones bring the University's resources to every Alabama city, just as they bring the world's resources to the University. We are accustomed to thinking of the library as a *place*. Recent changes in information services ask us instead to look upon the library as a *knowledge connection*.

This concept is already shaping the library of the future. At the University of Alabama Libraries, the clearest example is *Amelia*, the University Libraries' computerized catalog. Already, Amelia provides listings of many more materials than are actually located inside the University's libraries. Amelia is a gateway to the information available at *all* of Alabama's universities, and beyond, to all the major libraries of the nation.

Re-envisioning the library as a *knowledge connection*, rather than a place, is a bold step that we have taken successfully. The new information technology lets us serve Alabamians more effectively and efficiently than ever. It also frees us to collect those core texts that time has proved most valuable and to develop initiatives for excellence in information services. The Campaign for Alabama thus comes at a fortuitous time for the University Libraries. The Campaign will enable us to reach our goals more rapidly, ensuring that developments in the University Libraries will benefit as many as possible.

The potential for Alabama's students, professionals, industrialists, and business people is tremendous. Your direct support of the University Libraries is critically important . . . for all Alabama.

Charles B. Osburn

Charles B. Osburn
Dean of Libraries

A JOB WELL DONE

The University of Alabama Libraries have served the state's information needs very well for a long time. One indicator of the success the University Libraries enjoy is their membership in the Association of Research Libraries, which comprises the top 108 research libraries in the U.S. and Canada. This position in the upper ranks of the nation's 3,000 institutional libraries means that the University of Alabama Libraries provide the same kind and quality of services as the continent's oldest, wealthiest, and most well-known libraries. To the people of Alabama, the benefits are substantial.

The University of Alabama Libraries include four libraries. Gorgas Library is the main library, containing collections that number nearly a million volumes. Additionally, three discipline-based libraries—the Bruno Business Library, the Eric and Sarah Rodgers Library for Science and Engineering, and McLure Education Library—offer extensive resources. The University Libraries maintain subscriptions to thousands of serial publications of interest to students, scholars, and others.

Like most leading libraries, the University of Alabama Libraries participate in alliances that make available to Alabamians the books, journals, and databases of institutions around the globe. Patrons of the University Libraries may use select computer terminals to gather information from the world's largest bibliographic database, which is maintained by the Online Computer Library Center (OCLC). The University of Alabama is one of 12,000 institutions in 47 countries that belong to OCLC. Through an affiliated program, University of Alabama faculty can acquire free passes to the largest academic research libraries in North America, many of them privately held.

The University also belongs to the Center for Research Libraries, whose 3.5 million specialized volumes are brought to our students and faculty through a bibliographic database incorporated in Amelia (the University's online catalog) and through flexible interlibrary loan terms. Resources of the Center for Research Libraries are rarely duplicated in university libraries, because of these materials' great cost, but they are vitally important to research in many fields.

Within Alabama, the University participates in the Network of Alabama Academic Libraries, through which the state's graduate institutions easily share resources. The University of Alabama Libraries are also the regional depository for United States government documents. Finally, through a group called the Coalition for Networked Information, professionals at the Capstone are working to expand and improve information networking among scholarly institutions.

"While I've been an undergraduate student here I've used the library to do research for class presentations and projects, and of course for research papers. The Amelia II online catalog system is great. I use it from the terminals in the library, but I also access it by modem from the computer in my apartment.

"I always went to the Gorgas Library when I really needed to concentrate on my studying, but the Libraries' services go way beyond the building. I've seen the improvement in library computer services just while I've been in school. I hope the University can keep pace with changing technology for future students to use."

Paul Muller
Member, Computer-Based Honors Program
B.S.C. ('92)
Josephine, Alabama

The University Libraries work closely with the faculty and graduate students of the UA School of Library and Information Studies. The influx of new ideas from these scholars is invaluable in the Libraries' pursuit of excellence.

SERVING ALABAMIANS IN WIDE-RANGING WAYS

When you contribute to the Campaign for Alabama and specify your support for the University Libraries, you give a versatile gift. At the University of Alabama Libraries, our information consumers are business people, retirees, manufacturers, tourists, natural-gas corporations, kindergarten teachers, artists . . . *and* students and scholars. The students aren't limited to The University of Alabama. They aren't even limited to collegians. Alabama high school students frequent the University Libraries working on research papers and their college searches. Many Shelton State Community College students use the University Libraries as their own, and many Shelton faculty personally acquaint their classes with the Libraries' resources. A special relationship also exists between the Stillman College faculty and the University Libraries.

Access to the University Libraries is free of charge for all patrons (a nominal borrowing-privilege fee is established for the general public). Many patrons enjoy the convenience of having questions answered over the telephone by University reference librarians.

The University Libraries help people from all walks of life make all kinds of knowledge connections. Our goal for this decade is to bring to these people all the efficiency, all the information, that evolving technology will offer. It is certainly a reachable goal—but we will need the support of many friends.

One of the extraordinary features of the Rodgers Library for Science and Engineering is the Scientific Communications Laboratory. This lab is a showroom for electronic-information advances that affect University scientists and engineers. Here, students and faculty can keep abreast of state-of-the-art services that are proving useful in their disciplines. Information services are evolving constantly, as libraries strive to manage for scientists an overwhelming variety of knowledge. The Scientific Communications Laboratory is the only place in Alabama where this evolution is tracked, while the lab's own experimental work makes it a factor in that very evolution. Similar planned information "showrooms" will offer exciting directions to University of Alabama scholars in other disciplines.

"Far from being a warehouse of musty volumes, a modern library is a dynamic workshop, utilizing contemporary technology to document, preserve, and circulate the works that record our culture. A library enriches and ennobles its patrons; it helps us discover who we are and what we can be. A library should be used, nurtured, and above all, treasured."

Judy Stone
Executive Director
Alabama Public Television

"The University of Alabama Libraries are a tremendous resource for Shelton State students. The Libraries work with us to make available to our students resources that we would not have on our own. This cooperation demonstrates to me the true spirit of public education.

"I also use the Libraries as a citizen, outside my academic work. I'm a historian by avocation, and the Alabama Room in the Gorgas Library and the Law Library are indispensable to me. When you support the University of Alabama Libraries through the Campaign for Alabama, you support a resource available to every citizen of this state."

Arthur Howington
Dean of Academic Services
Shelton State Community College

TAKING NEW DIRECTIONS

"I have used the library for many school-related projects. These include science and social studies projects, as well as various reports. The InfoTrac and Amelia systems make things relatively easy to find. If I did need help with something, the library staff was helpful and did everything they could for me.

"Using the library in high school should give me a head start on learning how to use it (and find my way around in it) in college."

Jeremy Frost
Student, Central High School
Tuscaloosa, Alabama

For thousands of years, the principles that guided libraries were fundamentally constant, and that continuity has been a great strength. But while it's true that those principles have persisted, there has always been growing or subsiding emphasis on one principle over the others, shifts resulting from changing social demands and environmental conditions. Until 1900, for instance, libraries emphasized the *preservation* of books almost to the exclusion of their circulation. In our time, the thrust has been *use:* to get as many books as possible into as many hands as possible.

Heading toward a new century, this principle is evolving again, shaped by demographic, technological, and economic developments. Both preservation and use assumed the *ownership* of books by libraries. Today, the emphasis is on *access*. Universities once could realistically plan to acquire for their campuses a large proportion of the world's valuable information sources; they no longer can. To serve scholars in today's information environment, university libraries must concentrate on making connections—with other libraries that share their collections reciprocally, and with electronic information services.

The University of Alabama Libraries are delivering information access that opens up the world to scholars and students. But more and better connections must be made as the farthest reaches of the information universe are explored and as new needs are identified locally.

The University and its generous alumni and friends together can cover the costs of making these connections—and the returns will surpass even our collective imaginations.

Library patrons seeking information now use an electronic catalog called Amelia, after Amelia Gayle Gorgas, namesake of the main library. Amelia is a database created with a software system called NOTIS. It provides bibliographic and circulation information for every title cataloged by the University of Alabama Libraries. Amelia can be accessed by patrons on and off campus who have a computer connection to the University's mainframe computer. This is certainly convenient, because the database is available even when the library buildings are closed. More than that, it is exciting to realize that a call placed to Amelia can launch a worldwide search for information right from an Alabama home.

Soon, researchers at other educational institutions will also be able to use Amelia through the Internet, an international information network. Users of the University of Alabama Libraries will be able to search the catalogs of other libraries and access a variety of commercial databases and textfiles in the same way, greatly expanding access to information.

The University of Alabama Libraries include the William Stanley Hoole Special Collections Library, an irreplaceable resource for scholars researching Alabama and the Deep South. Confederate imprints, Alabama state publications, rare maps and editions, business records of the Shelby Iron Company, and the archives of the University are included, as are first editions of works by Sir Walter Scott, Lafcadio Hearn, and Robinson Jeffers, and the papers of many prominent Alabamians.

FURTHER, FASTER . . . THROUGH PRIVATE SUPPORT

Foresight, careful planning, and an insistence upon excellence have contributed to the University Libraries' many strengths. All these will remain at the center of the Libraries' strategy, even as the emphases for development shift:

From ownership of materials → *to* access to information worldwide
From collection of information based on speculation → *to* delivery of information based on demand
From reinforcing the perception of the library as a local place → *to* molding a more accurate image of the library as a ubiquitous service

Through the Campaign for Alabama, the University Libraries will strengthen two important components of their service. The first is the electronic delivery of information, which seeks to link the University Libraries more fundamentally with the processes of teaching and research. By securing new electronic knowledge connections for students and teachers, the Libraries can become more than ever the heart of learning at the University. The following paragraphs describe the essential components of the electronic dimension of the Libraries' campaign.

Campaign Goal for Electronic Delivery of Information $10,000,000

Campus Information Network

Once this series of linked local area networks in each University division is completed, the University Libraries will no longer be simply a group of buildings. They will be a source of information accessible at the touch of a computer key. Gifts designated for the Campus Information Network will be used to connect each academic and support area of the University to the network, and to provide immediate electronic links between individuals' work areas and the Libraries' resources. Across the campus, efficiency will be enhanced as *instant interactive communication* enables researchers, librarians, administrators, teachers, and colleagues to work regularly with each other and with vital databases.

Information Access from Office, Home, or Dormitory

Library reference rooms once held a multiplicity of bibliographies and indexes that showed patrons the kinds of information available on a topic. Today, a multiplicity of computer terminals—linked to bibliographic and other services around the world—may provide that service. To provide

> ***"I have enjoyed a good relationship with The University of Alabama over the years, but I have especially appreciated my relationship with the Libraries. Since my retirement in 1976, I have written a history of secondary education for blacks in the Tuscaloosa public school system and was chairman of the committee which wrote the history of the First African Baptist Church. The staff of the Libraries could not have been more helpful to me in my research.***
>
> ***"I worked especially in the Education Library and Special Collections, where the staff's receptive attitude and eagerness to help made a lasting impression on me. The University of Alabama Libraries are a resource for everyone and should be supported."***
>
> *McDonald Hughes,*
> *Principal, Druid High School, retired*

Alabamians with leading research services, the University Libraries must purchase database licenses as they become available, must subsidize student charges as fee structures evolve in this brand-new field, and must provide additional Amelia terminals and other support to accommodate a growing number of information-literate patrons. The Libraries must also provide more extensive electronic links with remote users, those who use their own facilities to access Amelia during or after library hours. Gifts in support of our worldwide information-access goal bring us ever closer to realizing the centuries-old desire to create one point of access to the entire body of knowledge.

Information Literacy Programs

The universe of information valuable to scholars and others continues to expand dramatically and become more complex. From the newest undergraduate to the most distinguished professor, the Libraries' patrons need direction in order to stay abreast of developing information services. "Information literacy" programs that draw upon national experts and feature self-paced, interactive computer instruction are being designed by the University Libraries for implementation in the near future. Sound, graphics, text, and video will be incorporated in the programs, sophisticated technology that appeals to students and can be updated with ease. Development of the information literacy programs will be very labor- and technology-intensive in the first three years, as compared to the moderate price tag of subsequent maintenance. A substantial gift supporting this goal will propel the University into a truly new era of learning.

Scientific Communications Laboratory

The role of the Scientific Communications Laboratory, housed within the Rodgers Library for Science and Engineering, is to constantly clear new frontiers in information technology relevant to the science and engineering disciplines. Here scholars, students, and librarians encounter the most advanced aspects of information literacy. But "most advanced" seldom stays so for long, and maintaining the laboratory at its current pioneering level will require a generous endowment. In addition, similar laboratories that address the information advances important for other fields would be a boon for Alabama and are part of the University Libraries' long-range planning.

> ***"As faculty of the University, we have two great responsibilities. We must equip our graduates to provide leadership in the information-based society in which we live, and we must carry out research that is responsive to the needs of our citizens. In every professional field, the information available is increasing at an explosive rate. We depend on the Libraries as a central resource to keep our academic programs strong."***
>
> *Judy Bonner, Dean*
> *College of Human Environmental Sciences*
> *The University of Alabama*

BUILDING THE LIBRARIES' TRADITIONAL STRENGTHS

Addressing the Libraries' other emphasis, the Campaign seeks a generous endowment for the perpetual development of a core collection of the most influential books in all disciplines. The range of endowment possibilities is as great as the scope of knowledge itself. The Libraries encourage those gifts that hold special meaning or interest for the donor; here are four **examples** of collections that could be developed.

Campaign Goal for Collections $3,000,000

International Studies Collection

How "healthy" will our nation be in the twenty-first century? The key may lie in our understanding of world affairs and their effect on cultural and economic phenomena at home. And the health of the planet? That answer, too, may depend on empathetic understanding of the needs of people far from our own society. The University of Alabama Libraries have a sound collection of books and journals in international studies, but one that needs development to come into line with the University's recent heightened commitment to internationalization. We are particularly interested in identifying and acquiring works that have proved over time to be significant in their fields, as well as new titles bearing that promise. Our highest priorities also include the development of unique sub-collections and the enhancement of available materials addressing international trade. (In addition to supporting scholarship, the latter will support Alabama businesses' courtship of world markets.)

Alabama Collection

The history and culture of Alabama are recorded in the University Libraries' Alabama Collection, which is especially rich in primary sources for research: irreplaceable books, manuscripts, pamphlets, maps, serials, music, government documents, photographs, films, oral histories, newspapers, and others. Most of these expensive items have been purchased with gift money or from the dwindling budget available for this special collection. An endowment is sought to guarantee future acquisitions for the Alabama Collection. Funds must be available at the time new works are published, since these historical materials are published in very small numbers (which also adds to their cost). Gifts in support of the Alabama Collection will help The University of Alabama continue to serve clients including the Smithsonian Institute, the National Geographic Society, the Discovery Channel, and the United States Congress.

History of Science & Technology Collection

The University of Alabama has made a commitment to science and technology in the state. Alabama's competitiveness in the marketplace depends on her citizens' mastery of technology, and the University devotes many resources to teaching, research, and service related to technological growth. There is an important role for the University Libraries in this effort, because learning from scientific and technological history reduces our risk of repeating its errors. Historical sources are thus vital. Unfortunately, the time-bound nature of scientific and technical literature—combined with researchers' voracious appetites for absolutely current information—

> ***"As we prepare our graduates to conduct business in ever-expanding arenas, nothing is expanding as quickly as the information they must have to work effectively. We depend on the Libraries not only to facilitate scholarship, but to provide some of the data businesses need to make intelligent decisions. The University Libraries have a tradition of excellence in service that promises to be even greater in the new Bruno Business Library. Your support for the Campaign for Alabama will help ensure that the tradition will continue for future generations of Alabama business people."***
>
> *J. Barry Mason, Dean*
> *College of Commerce and Business Administration*
> *The University of Alabama*

quickly consumes all funds available for developing collections, putting our collection on the history of science and technology at a disadvantage. A major gift to address this increasingly important area will enable the Libraries to work with professors in engineering, the sciences, history, and sociology to identify critical resources and obtain them. In addition, the acquisition of important new materials as they are published would be ensured.

Juvenile Literature Collection

Within the Curriculum Materials Center of the McLure Education Library is housed a very special set of fiction and nonfiction materials for children and young adults. The collection of adventurous pirates, funny witches, Great Pyramids, velveteen rabbits, natural wonders, and even supernatural tollbooths is more than a museum of childhood memories, as important as those may be to each of us. These books help prepare teachers and librarians to reveal the riches of imagination to Alabama youngsters. In addition, juvenile literature is a powerful tool for the challenge of describing our world to its newest citizens. Although the Juvenile Collection is strong, we can never do too much for our children, who are our future. Private funds to support this collection will enable the Libraries to continue adding the best of the new, while we revitalize our effort to collect children's classics. The result will be the preeminent children's literature collection in the state.

> ***"The speed at which science and technology are being advanced makes access to a comprehensive and current library critically important to engineers and engineering students. We depend on journals for information about developments in every field. The University of Alabama Libraries have been particularly responsive to our needs, enhancing and helping maintain the high quality of the education we offer our students. I support the Libraries in their part of the Campaign for Alabama. Without a strong library, you cannot have a strong university."***
>
> *Robert F. Barfield, Dean*
> *College of Engineering*
> *The University of Alabama*

RECOGNITION OPPORTUNITIES

The previous four pages describe the University Libraries' goals during the Campaign for Alabama. The University would like to give special recognition to individuals or corporations contributing significant amounts toward the accomplishment of these goals. Here are some of the naming opportunities available.

Electronic Delivery of Information

Substantial support of the development of these electronic services and facilities will be acknowledged by a prominently placed, cast-bronze plaque.

Remote Information Access	$5,000,000
Campus Information Network	$2,000,000
Information Literacy Programs	$1,500,000
Communications Laboratory (three available)	$500,000

Collections

Collections can be named, with bookplates and other appropriate labeling or signage identifying all pieces of each collection. This recognition could be accompanied by a named facility or room. These are a few **examples** of possible collections.

International Studies Collection	$1,000,000
Alabama Collection	$500,000
History of Science & Technology Collection	$300,000
Juvenile Literature Collection	$100,000

> ***"As one who has benefited directly from the services of the University of Alabama Libraries, I know that the students and faculty of the University have an extraordinary resource at their disposal. But I know that it is also a very important resource for all of Alabama, as we enter an age in which decisions of the citizens must be especially well informed."***
>
> ***Tim Parker***
> ***President, Parker Towing Company***
> ***Tuscaloosa, Alabama***

Facilities and Rooms

A wide variety and range of physical facilities are available to be named for benefactors. The name of each facility will be prominently displayed with appropriate signage.

Floor of a Building	$1,000,000–$1,500,000
Rotunda Plaza	$1,000,000
Lobbies	$500,000–$1,000,000
Reading Rooms	$50,000–$1,000,000
Mezzanines	$750,000
Departments	$300,000–$750,000
Information Laboratories	$500,000
Conference Rooms	$100,000–$150,000
Centers	$25,000–$50,000
Study Rooms	$10,000–$50,000

HOW YOU CAN CONTRIBUTE

You can contribute to the University of Alabama Libraries through an outright gift of cash or securities, a gift in trust with income to the donor, a bequest, or a transfer of property such as real estate. All gifts are tax-deductible as provided by law, and they may be unrestricted or designated for specific purposes. If you have questions concerning methods of giving or would like other information, please call or write:

Charles B. Osburn, Dean
The University of Alabama Libraries
201 Gorgas Library
Box 870266
Tuscaloosa, Alabama 35487-0266
(205) 348-7561

or

The University of Alabama
Office of Development
284 Rose Administration Building
Box 870122
Tuscaloosa, Alabama 35487-0122
(205) 348-4767

Staff members in the University's Office of Development can work with you and your financial advisor as you plan your gift.

The Campaign for Alabama will raise $165 million by 1997, benefiting all divisions of the University. We urge you to join the select group taking part in this unprecedented effort.

STEERING COMMITTEE

John H. Josey (Chairman)
Birmingham, Alabama

Robert A. Arendall, Jr.
Mobile, Alabama

Calvin J. Brown
Decatur, Alabama

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GIFTS

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The Libraries are interested in gifts of scholarly materials, such as books, journals, archives, manuscripts, recordings, and scores. Outdated textbooks, popular magazines, and materials in poor condition usually are not appropriate for the collections.

▼ ▼ ▼ HOW TO DONATE GIFTS

Donors with archives, manuscripts, or other materials that may be rare should contact:

The University of Alabama
W. S. Hoole Special Collections Library
Box 870266
Tuscaloosa, Alabama 35487-0266
205-348-5512

Donors with books, journals, recordings, etc., or memorial gifts for the general collections should call or write:

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Gorgas Library
Box 870266
Tuscaloosa, Alabama 35487-0266
205-348-1492

▾ ▾ ▾ACCEPTANCE

The Libraries may ask to review materials prior to acceptance and may not accept an offer of material that is already held or that does not support the University's program needs. In order to facilitate the review, a list of the materials to be donated may be requested.

All gifts are accepted with the understanding that upon receipt the University becomes the owner of the materials and will determine retention, location, cataloging treatment, and other considerations relating to use. The Libraries do not ordinarily provide lists of materials which have been donated.

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The appraisal of a gift to the Libraries for income tax purposes is the responsibility of the donor. Under federal tax regulations, the Libraries cannot give appraisals or estimates of value to the donor. However, librarians can assist the donor by providing access to sources of information such as auction records, dealers' catalogs and other price lists, or appropriate professional appraisers who might be consulted for this information. Because of tax considerations, prospective donors may wish to discuss donations and appraisals with their attorneys or tax preparers. Costs of an outside appraisal are tax deductible.

▾ ▾ ▾ACKNOWLEDGMENTS

The Libraries will acknowledge all gifts and place a bookplate in each item added to the collection. Requests for memorial inscriptions on bookplates will be accommodated whenever possible. Special gift plates supplied by the donor and accepted by the University may also be used.

Bookplate design choice A

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LIBRARY

In loving memory of
Louis Chernys
1964–1984

Given by his brother
Steven Chernys AB '83

"When I first graduated, I found Honor with Books to be a great way to start giving. As time passed, I was able to increase my giving and establish an endowment in memory of my brother benefiting Jewish studies."

—Steven Chernys '83

Cornell University Library is grateful to Steven Chernys '83 for his gift to produce and distribute this brochure.

CORNELL LIBRARY

Honor with Books

Imagine a student, one hundred years from now, opening a book in the Cornell University Library and finding your special message inscribed on a bookplate. Your message could celebrate a birthday, rejoice in a wedding, or honor a beloved friend or relative.

You can share meaningful events in your life with undergraduates and scholars and simultaneously support the Cornell University Library by participating in Honor with Books.

For each gift of $100 or more, directed to the Honor with Books Endowment, the Library will place a bookplate in one newly purchased book. The honored party will receive a letter and a copy of the bookplate in acknowledgment of your thoughtfulness.

✦✦✦✦✦✦✦✦

The
Arthur H. and
Mary Marden Dean
Collections of
French History

✦✦

Cornell University
Library

✦✦✦✦✦✦✦✦

"At some point in life, we all have enjoyed the riches of the library, which is why I founded Cornell's Honor with Books Endowment. This program allows me to send two extremely important messages . . . that I care about my friends and family and that I care about the sharing of ideas at Cornell. I hope that you will join me in participating in this great opportunity to give."

L. William Kay II '51
Cornell Council lifetime member

Gift of
Doris and
Ellis H.
Robison

Cornell
University
Library

Bookplate design choice B

CORNELL
UNIVERSITY
LIBRARY

In honor of
Alice S. '41 and
John '42 Rivoire
on the occasion of their 37th
wedding anniversary
February 14, 1996

About the Library

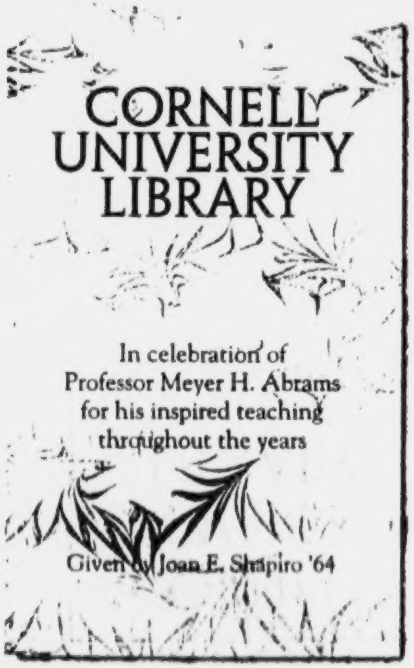
Since its founding, Cornell University Library has become one of the nation's finest academic research libraries. This strength is due in great part to the abounding generosity of Cornell's faculty, alumni, parents, and friends.

Setting an example that has become a philanthropic tradition, Henry Sage gave the funds to build Cornell's first library building, now known as Uris Library. The personal libraries of A. D. White and Willard Fiske formed the core of the university's early collections. Through the years, many alumni have established endowments that generate income to benefit the Library's collections in perpetuity.

Cornell faces a substantial challenge to provide the diverse resources required for exceptional undergraduate education, graduate study, and faculty research. One important way to help the Library meet students' and scholars' expectations for quality is through gifts made to the Honor with Books Endowment.

From the Library of
Willard and Irma Hotchkiss

Bookplate design choice C



CORNELL
UNIVERSITY
LIBRARY

In celebration of
Professor Meyer H. Abrams
for his inspired teaching
throughout the years

Given by Joan E. Shapiro '64

How Does the Honor with Books Endowment Work?

Strengthening the Library's endowment is a high priority. Your gift to the Honor with Books Endowment, joined with those from others, generates income that benefits the Library immediately.

Each year the University Librarian receives hundreds of requests that cannot be met within the Library's acquisitions budget. Income from the Honor with Books Endowment helps the Librarian fulfill those requests and, in doing so, greatly advances Cornell's educational mission.

"The current knowledge explosion has been accompanied by soaring costs for books and periodicals, which has put the Library's annual budget under terrible strain. Income from the Honor with Books Endowment provides resources used to acquire the exceptional materials that make the difference between a good library and a great library. Please help extend our founders' dream of an excellent education supported by an excellent library into the twenty-first century."

—Stephen Parrish
Goldwin Smith Professor of English

Bookplate design choice D

CORNELL
UNIVERSITY
LIBRARY

Given by Judith C. Lowry '56
and
George S. Lowry, P '90

on the graduation of their son
Nicholas '90

The Opportunities

$100	Adds to the Honor with Books Endowment, and plates one newly purchased book*($20 special rate for students who wish to plate a book)
$5,000+	Establishes a named endowment which plates books in perpetuity
$10,000+	Establishes a named endowment which plates books in perpetuity in a specific discipline
$25,000+	Establishes a named endowment which plates books in perpetuity in a specific discipline with custom-designed bookplates

Gifts of securities are welcome.

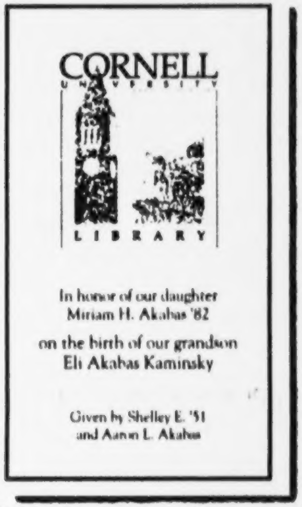
Gifts of $5,000 or more are recognized with a one-year membership in Cornell's Tower Club.

* The Library welcomes multiple gifts to Honor with Books.

For more information about Honor with Books, the Library, or the Tower Club, contact

Library External Relations
215 Olin Library
Cornell University
Ithaca, NY 14853-5301
Tel: 607 255-9868
Fax: 607 255-1683

A



CORNELL
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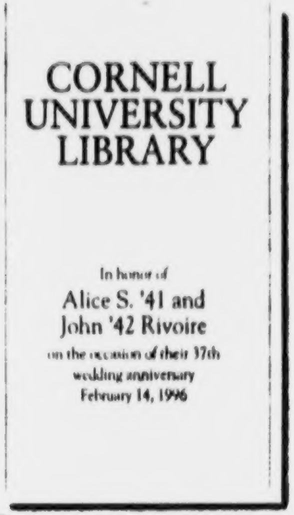
In honor of our daughter
Miriam H. Akabas '82

on the birth of our grandson
Eli Akabas Kaminsky

Given by Shelley E. '51
and Aaron L. Akabas

B



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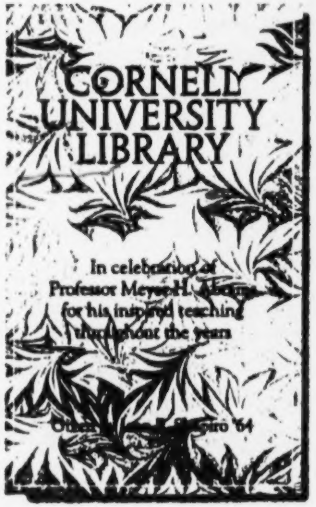
In honor of
Alice S. '41 and
John '42 Rivoire
on the occasion of their 37th
wedding anniversary
February 14, 1996

C



CORNELL
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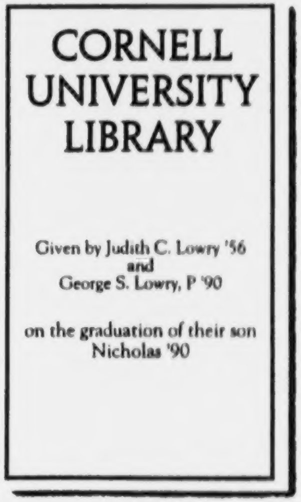
In celebration of
Professor Meyer H. Abrams
for his inspired teaching
throughout the years

[illegible] Shapiro '64

D



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Given by Judith C. Lowry '56
and
George S. Lowry, P '90

on the graduation of their son
Nicholas '90

Bookplate Text:

☐ In Memory of ☐ In Honor of ☐ In Celebration of

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Title First Middle Last (Class)

On the Occasion of:

☐ birthday ☐ anniversary ☐ memorial ☐ graduation
☐ promotion ☐ wedding ☐ retirement ☐ other: ________

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Title First Middle Last (Class)

Choice of Bookplate (circle one): A B C D

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City ______________ State ______ Zip ______

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Enclosed is my payment in the amount of $__________ for the plating of

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Card No. ______________________ Exp. Date ______

Signature ______________________________

☐ Please send me a gift reminder at this time next year.

☐ Please send me more information about other named endowment opportunities.

Honor with Books Endowment
Library External Relations
215 Olin Library, Cornell University, Ithaca, NY 14853-5301

OPPORTUNITIES TO HELP

The extraordinary opportunities provided by the Kisch Collection cannot be fully realized without the assistance of alumni and friends. Cornell Library wishes to thank Marsha E. Ackermann '71 and Steven E. Stern '64 for their help in making the initial purchase possible.

The Library now seeks an additional $85,000 to complete the processing, conservation, and preservation work needed to make the Kisch Collection fully accessible. Once funds are secured Library staff — under the direction of Yoram Szekely, bibliographer of the Judaica Collections — will begin the processing necessary to make the collection readily available.

Gifts are also needed for ongoing acquisition of Yiddish materials, Israeli literature, Holocaust studies, as well as for the general Judaica collections.

- Endowments beginning at $25,000 will provide income in perpetuity for these subjects and for new books and periodicals in Biblical studies, ancient Jewish history and German-Jewish studies.
- Gifts of cash and securities in amounts of $15,000+ can provide the opportunity for one-time specific purchases that will make Cornell Library's Judaica holdings more complete. Major research tools, like an electronic version of all known versions of the Babylonian Talmud or microfilm back files of Yiddish and German-Jewish newspapers are essential to any first-rate Judaica collection.

Planned gifts, bequests and Life Income Agreements are important ways to provide permanent security for the Judaica Collections at Cornell. Gifts in memory of loved ones and in honor of special occasions provide a lasting tribute that will serve generations to come. The Judaica Collection at Cornell can be named for a gift of $1.5 million.

For more information please contact:

Professor Shelley Akabas
121 W. 85th Street
New York, New York 10024
(212) 874-6783

Ms. Vally Kovary, Director
Library Public Affairs and Development
Cornell University
215 Olin Library
Ithaca, New York 14853-5301
(607) 255-9568.

November 1995

ELL UNIVERSITY

Cornell Library Judaica Collections and the Kisch Collection

THE KISCH JUDAICA COLLECTION

This important body of books and historical periodicals recently acquired by Cornell Library will have an unprecedented impact on teaching and research in the field of Jewish studies.

The collection focuses on the history of the Jews and includes virtually every book in any language published before 1980 on the subject of the legal status of the Jews in Europe. Other items of special importance are rare pre-1900 Hebrew books and complete runs of German Jewish scholarly periodicals. Most copies of these materials were destroyed in the Holocaust.

The collection is of immediate value to faculty and students at Cornell, and its acquisition has been enthusiastically supported by faculty members. For the past fifteen years Cornell University has made a strong commitment to support the growth of teaching and research in the field of Jewish studies.

> *From the point of view of the Institute for German Cultural Studies, the Kisch Collection would be an important and particularly valuable addition to the Cornell Library's holdings. I am speaking here on behalf of a number of colleagues whose work would become considerably helped by the improvement of our Judaica Collection.*
>
> PETER U. HOHENDAHL, DIRECTOR
> INSTITUTE FOR GERMAN CULTURAL STUDIES

PROVIDING STUDENTS AND SCHOLARS ACCESS TO THE COLLECTION

Providing access to unique educational resources is a reflection of the university's mission at its most profound. The Kisch Collection is key to understanding Jewish identity in the nineteenth and twentieth centuries.

The collection has a high proportion of titles which are old, rare, and in foreign languages, making its processing quite involved. Also, as part of Professor G. Kisch's personal library, it contains thousands of ephemeral items — postcards, letters, draft manuscripts, commentaries, advertisements, bills of sale. A complete and labor intensive cataloging of these items will reveal a detailed portrait of one of the century's leading Jewish scholars.

Once fully processed, the accessibility of the collection will be increased dramatically. In addition to Cornell's online catalog, records will be readily available through the Research Libraries Information Network to all persons affiliated with over 100 major research institutions internationally, as well as worldwide, via the Internet.

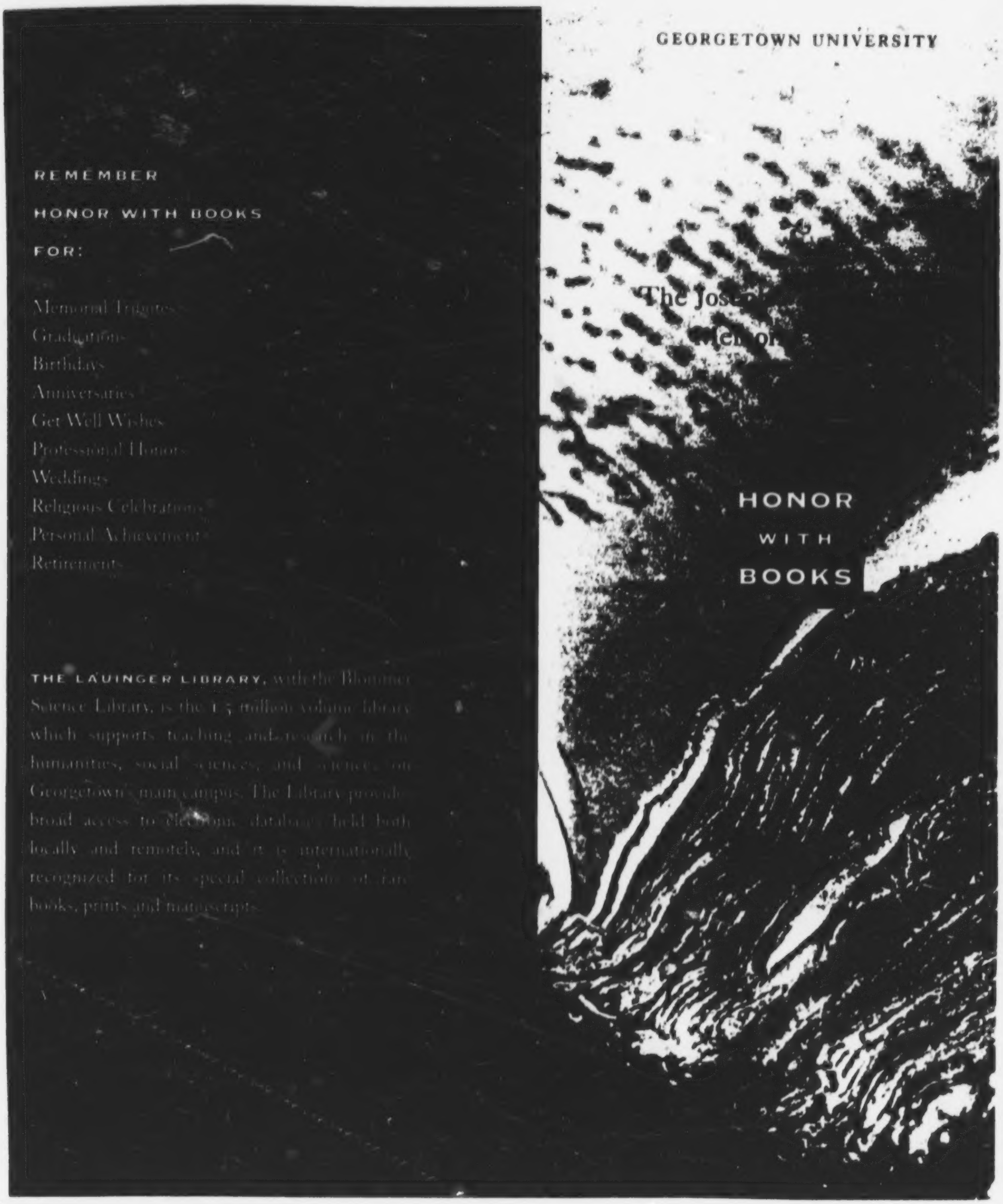
RARE BOOK CONSERVATION

A substantial portion of the Kisch Collection consists of materials that are very old and rare and need to be preserved in their original format. The type of paper or parchment on which the work is printed or written, the binding structure, covering materials, and decoration could be vital to the scholarly process of research and discovery.

For example, the 1550 edition of Peter Galatinus' *De arcanis catholicae veritatis*, a treatise attacking the Jewish religion, will receive treatment to remove stains, repair insect damage, and restore the original 16th century binding.

PRESERVATION

Many of the books and journals in the Kisch Collection were printed on paper which, because of the acidic content, is deteriorating at an alarming rate. Cornell Library is in a unique position in its ability to preserve the contents of the deteriorating materials through its pioneering efforts in microfilming and digital imaging methods. With sophisticated reformatting techniques, the contents of brittle and decaying books, which might otherwise be lost forever, can be preserved for future generations of students and scholars.



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HONOR WITH BOOKS

FOR:

Memorial Tributes
Graduations
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Get Well Wishes
Professional Honors
Weddings
Religious Celebrations
Personal Achievements
Retirements

THE LAUINGER LIBRARY, with the Blommer Science Library, is the 1.5 million volume library which supports teaching and research in the humanities, social sciences, and sciences on Georgetown's main campus. The Library provides broad access to electronic databases held both locally and remotely, and it is internationally recognized for its special collections of rare books, prints and manuscripts.

GEORGETOWN UNIVERSITY

The Jos[illegible]
Memor[illegible]

HONOR
WITH
BOOKS

A BOOK IS A MONUMENT to the spirit of inquiry and knowledge. The Joseph Mark Lauinger Memorial Library at Georgetown University invites you to celebrate a special occasion, acknowledge an accomplishment, or provide a memorial tribute by participating in Honor With Books. ❧ **YOUR CONTRIBUTION** will allow the Library to purchase one or more books for its collections. A bookplate bearing your name and the name of the person you are honoring will be placed in the book. An acknowledgment of your thoughtfulness will be sent to the honoree or to the family. ❧ **YOUR PARTICIPATION** in Honor With Books will provide an enduring resource for Georgetown University for years to come, and your generosity will be a symbol to students and faculty of cherished friendship and scholarship. To participate in this meaningful program, simply complete the enclosed response card and return it in the envelope provided. ❧ **WHEN YOU HONOR** your important person with a book, you are also entitled to a one-year membership in the Library Associates. Founded in 1975, the Associates are a group of over 900 special friends of the Library who enjoy a variety of events featuring famous lecturers, fascinating exhibits, and stimulating conversations, while helping the Library through contributions of funds and materials to develop its world-class collections. ❧ **TO LEARN MORE** about the Honor with Books program, or the Library Associates, please contact us at (202)687-7446; or write us at: The Lauinger Library, Georgetown University, 3700 O Street, NW, Washington, DC 20057-1174; or via e-mail: libassoc@gunet.georgetown.edu. ❧ **WE HOPE** you will consider Honor With Books a fitting way to provide a lasting tribute.

HONOR WITH BOOKS

Name of Donor ______

Address ______

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School / Year (if applicable) ______

BOOK IN HONOR OF:

Name ______

Address ______

City / State / Zip ______

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OR

BOOK IN MEMORY OF:

Name ______

School / Year (if applicable) ______

Notify (name) ______

Address ______

City / State / Zip ______

Kindly return the completed form with your check made payable to: The Lauinger Library HWB Program

Send your check to:

HONOR WITH BOOKS
The Joseph Mark Lauinger Memorial Library
Georgetown University
3700 O Street, NW
Washington, DC 20057-1174

- ☐ **$1000** (20 bookplates)
- ☐ **$500** (10 bookplates)
- ☐ **$250** (5 bookplates)
- ☐ **$50** (1 bookplate, minimum)

I have enclosed a check in the amount of **$** ______
or, please charge my gift of **$** ______
to: ☐ Visa ☐ Mastercard

Card No. ______
Exp. Date ______
Signature ______

☐ I am interested in receiving information about creating a named Endowment Fund in the Library.

☐ My employer matches gifts to higher education and I have enclosed the appropriate form.

All contributions to Georgetown University are deductible for income tax purposes to the extent allowed by law.

GEORGETOWN UNIVERSITY

Adventure
exercise for
your mind.

THE LIBRARY ASSOCIATES

The most
important CLUB
you will ever join...

37TH & O STREETS · GEORGETOWN

AN INVITATION...

Located conveniently in the heart of the Washington metropolitan area, Georgetown's Lauinger Library is an architectural landmark awaiting your discovery. Come join us as an Associate and begin an adventure for your mind...

ENJOY

THE LIBRARY'S MANY RESOURCES

One and a half million books, periodicals, audio and video programs are available on site, and there's easy computer access to millions more. We are proud of our most recent addition... The Picchi Multimedia Room. While all Associates are welcome to visit, some categories also have borrowing privileges.

LEARN

FROM FAMOUS LECTURERS

Graham Greene thrilled us with an account of the real... *Heart of the Matter*. Deborah Tannen enlightened us about... *Men and Women in Conversation*. Famous authors, scholars, political and diplomatic figures provide intimate entertainment for the mind. Listen, learn, ask questions, discuss and maybe even add an autograph to your collection.

SUPPORT

THE GOALS FOR THE LIBRARY

Assist us in adding to our collections, addressing our preservation needs, and keeping up-to-date technology as we prepare for the 21st Century.

TRAVEL

LIBRARY EVENTS COME TO YOU

London, New York, Los Angeles, San Francisco, Chicago, Boston. Join us for premier events in many different cities. History came alive as we toured New York's Bettmann Photographic Archives. Gala receptions in Boston and Paris mingled book collectors and friends for an evening of conversation and ideas.

COLLECT

BOOKS WITH EXPERT ADVICE

Our special collections staff holds an annual free appraisal day for Associates. They are happy to advise Associates in developing personal collections. If you are a collector, these events, services and personal advice from knowledgeable staff can be invaluable aids in your quest.

HONOR

FAMILY AND FRIENDS IN A SPECIAL WAY

A volume dedicated to a graduating student, faculty member, loved one or an old friend is a significant honor that will endure. An Associates bookplate with your name and that of the honored individual will be added to any book purchased for the collection with your kind assistance, a very special way to remember. *Contact us for more information.*

ATTEND

FASCINATING EXHIBITS

Imagine yourself studying the handwritten original of *Tom Sawyer* or the "Star Spangled Banner." Scheduled throughout the year, exhibits bring Associates face to face with rare materials from the Library's holdings such as the Lincoln assassination collections, original prints by Grant Wood, John Gilmary Shea's collection on the early church in America, Harry Hopkins' New Deal papers, and so much more. In May 1994, Georgetown University celebrated the addition of its two millionth volume—the proclamation of the first Thanksgiving Day by a chief executive of the United States of America.

MORE BENEFITS AWAIT YOU

The Library's newly refurbished Murray Room with its panoramic view of the city and the Potomac will host many Associate events. A regular newsletter will keep you up-to-date on events, new collections, books of interest, stories of authors, and history. Browse the Georgetown University Press catalog and enjoy a twenty percent discount on orders. Need help with your research or advice on reading material? The Library staff is eager to help Associates.

APPLICATION FOR MEMBERSHIP IN THE GEORGETOWN UNIVERSITY LIBRARY ASSOCIATES

☐ I am a new member of the Library Associates

☐ I am renewing my membership in the Library Associates

I accept your invitation in the membership category which I have checked below:

☐ BEST FRIEND	$10,000 OR MORE
☐ LIBRARIAN'S CIRCLE	$5,000 – $9,999
☐ PATRON	$2,500 – $4,999
☐ BENEFACTOR	$1,000 – $2,499
☐ SPONSOR	$500 – $999
☐ SUPPORTER	$250 – $499
☐ CONTRIBUTING	$100 – $249
☐ FRIEND	$50 – $99
☐ G.U. STUDENT	$25

Name ....

Address ....

....

....

If GU Alumnus/a SCHOOL .... YEAR ....

Enclosed is my check for $

All checks should be made payable to: Georgetown University Library Associates.

or

Please charge my gift of $ to: ☐ *VISA* ☐ *MasterCard*

Card No. .... *Exp. Date* ....../......

Signature ....

Name on Card (please print) ....

☐ Check here if you have enclosed your company's matching gift form.

Your gift to the Library is treated as an annual fund gift for the University and you will be recognized accordingly.

☐ Check here if you would like to receive a copy of the Georgetown University Press Catalog.

All contributions to Georgetown University are deductible

WHO ARE THE LIBRARY ASSOCIATES?

A group of more than 900 special friends who share a distinct interest in the pursuits of the mind. Together we enjoy the many benefits listed here and we help Georgetown's Library through our contributions of funds and library materials to develop its world-class collections. Since its founding in 1975, the Associates have provided leads to notable collections of gift books and have themselves made substantial contributions of materials and funds. The Associates enhance one another socially and intellectually, and they are a strong support for the Library's future. A true melting pot of people: you will find diplomats, professors, artists, authors, lawyers, business people, famous Georgetowners and more.

MEMBERSHIP BENEFITS

Current GU Student and **Friend** members receive newsletters and invitations to all events. **Contributing** members and higher receive all the above plus book borrowing privileges. **Supporter** members and higher receive all the above plus special publications. **Sponsors** will be recognized by the University's Annual Fund as members of the William Gaston Society; **Benefactors** as members of the Presidential Counselors; **Patrons** as members of the Patrick Healy Associates; **Librarian's Circle** as members of the Archbishop Carroll Society, and **Best Friends** will be recognized as members of the Blue and Gray Society, and can participate in all of its program events.

TO JOIN:

Fill in the attached membership form and send it with your contribution to:

Library Associates
Georgetown University
Lauinger Library, Dept. 3048
Washington, DC 20061-3048
(202) 687-7446
FAX (202) 687-7501
e-mail: savagem@gunet.georgetown.edu

GEORGETOWN UNIVERSITY

LIBRARY ASSOCIATES

NEWSLETTER

WINTER 1999 • NEWSLETTER 53

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UPCOMING EVENTS

MARCH 9
London
Lord Jeffrey Archer
Novelist and GU parent

MARCH 25
Washington
William Manhire
Poet Laureate of New Zealand

APRIL 20
New York
Elizabeth Prelinger
Chair, Art, Music, and
Theater Department

MAY 6
Washington
Raymond Kelly
Commissioner of Customs
U. S. Customs Service

MORE events to come!

◆

For further information on Associates events, please contact Ms. Marianne Green at (202) 687-7446.

WORLDS OF KNOWLEDGE ONCE UNIMAGINABLE

ECEMBER'S ANNUAL HOLIDAY PARTY FOR LIBRARY ASSOCIATES IN the Riggs Library was indeed memorable for the brief address given by Scott Pilarz, S.J., a member of Georgetown's English Department. Thinking that Associates who were not present of that occasion might also enjoy Fr. Pilarz's remarks, we reproduce a substantial portion of them here.

"I am in my second incarnation at Georgetown. I graduated from the College close to twenty years ago. And now I'm three years into an academic career. So I know Lauinger Library as few do: both as an undergraduate and as a professor. I got my start here as a student, cutting my intellectual teeth and then some. I can't begin to tell you all the things I did in the library–and there are some wouldn't want to know. But looking back is not merely an exercise in nostalgia. More than any other place on this campus, it was in Lauinger that my imagination took shape, so much so that the library is sacred space for me.

It was on the library's first floor where, as a shy and awkward sophomore, I first read about the Society of Jesus. I'd sneak between the shelves, lest my friends see me, and pore over books about Jesuit priests. So I owe my vocation more to the library than I do to the chapel–and there may be something characteristically Jesuit about that debt. I remember getting lost in Lauinger for long hours, admittedly not always reading what had been assigned, but browsing through the stacks. Like Shakespeare's Prospero, the library was for me dukedom large enough.

One of my greatest pleasures as a Georgetown professor is seeing my students work with the very same library books that I once did. But the books are just the start. When I left here in 1981, what did we know from World Wide Webs or learning on line? Cutting edge technology meant borrowing your roommate's electric typewriter. But thanks to your generosity, I can now learn along with my students. Georgetown faculty and students can now point and click our way into worlds of knowledge once

GEORGETOWN UNIVERSITY

The Georgetown University Library Associates Newsletter is issued four times a year. It is distributed to all Library Associates, members of the Association of Research Libraries (ARL), members of the Georgetown University Board of Directors, Board of Regents, Board of Governors, and selected others.

◆

Chair of the Library Advisory Council
John H. Forsgren, Jr. (C '67)

◆

University Librarian
Susan K. Martin

◆

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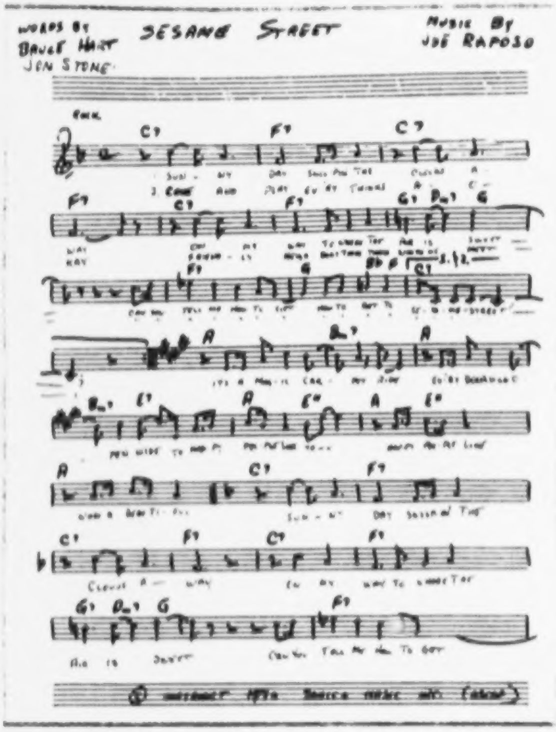
♻ Printed on recycled paper

If you have any comments, suggestions, criticisms, or compliments about this Newsletter, please contact the editor: Marty Barringer, Georgetown University Library, by phone: (202)687-7475, fax: (202)687-7501 or e-mail: barringg@gunet.georgetown.edu

EINE KLEINE MUPPET-*MUSIK*

*Joe Raposo taught America's children how to sing. . . .*Charles Kuralt

Last year marked the thirtieth anniversary of one of the most distinguished of all television programs, ***Sesame Street***. The Muppet characters created for the show by Jim Henson have become familiar far beyond their original sphere, and there's hardly an incoming Georgetown freshman in whose childhood ***Sesame Street*** has not been important. Now, thanks to the generosity of Pat Collins Sarnoff, the library's music collection is enhanced by a collection of original manuscripts for 56 songs by one of the show's creators and first music director, Joe Raposo.



Original lead sheet for the Sesame Street *theme*

After studying in Paris with Nadia Boulanger, Raposo returned to New York to begin a career that led ultimately, before his untimely death in 1989, to five Grammys and an Oscar nomination (for music written for the film ***The Great Muppet Caper***) as well as numerous gold and platinum recordings. At various times he wrote for such diverse talents as Frank Sinatra, Barbra Streisand, Ray Charles, Woody Allen, and, of course, Kermit the Frog. In 1986 ***Raggedy Ann***, the Broadway musical for which Raposo composed the score, was selected by the State Department and Soviet agencies to revive the cultural exchange program between the two countries. A great critical and popular success upon its Moscow debut (under the title ***Rag Dolly***), the musical was translated and included as a part of the permanent repertoire of the Moscow state musical theater. The recipient of three honorary degrees, Raposo was a frequent lecturer at MIT, Yale, and a host of other colleges and universities.

The donated manuscripts are original in the fullest sense of the word, being Raposo's lead sheets for each of the songs. A lead sheet consists of the melody notated on normal music paper with a suggested harmonic accompaniment given in shorthand form. From these derive the various arrangements that might be needed for performance with a given soloist or with various accompanimental combinations. With few exceptions, Raposo wrote the lyrics as well, and in some cases separate manuscripts of the lyrics accompany the musical manuscripts. Besides the theme for ***Sesame Street*** the collection includes lead sheets for seven songs from ***The Great Mupper Caper*** and such well-known tunes as "Sing," "It's Not Easy Bein' Green," and "You Will Be My Music." ◆

Lynd Ward and *The Praise of Folly*

The library's collection of works by American printmaker and illustrator Lynd Ward, already by far the strongest in any institution, was recently further reinforced by a pair of splendid gifts from the artist's daughters, Nanda Ward and Robin Ward Savage. We already had the original engraved wood blocks for two of Ward's pictorial narratives, ***Madman's Drum*** and ***Song Without Words***. To these have been added the blocks for Ward's first novel in woodcuts, ***Gods' Man***, published in 1929.

In 1943 Ward accepted a commission from George Macy's Limited Editions Club to illustrate Erasmus's ***The Praise of Folly***. He prevailed upon Macy to go to the trouble of printing the illustrations from mezzotint plates, a process rarely used in commercial printing because of the difficulty of pulling a lengthy run of prints from the fragile matrices. We already owned more than 90 of Ward's original drawings for the marginal mini-illustrations; now we have all 10 of the original mezzotint plates for the main illustrations as well as a sizable group of final proofs, working proofs, and original sketches, completing the archive of original art for one of this century's most idiosyncratic pieces of American fine printing and illustration.

Thanks to the generosity of members of the Lauinger family, the library's entrance lobby now houses a vitrine in which are displayed the Vietnam service medals of Joseph Mark Lauinger, for whom the building is named.

Lt. Lauinger was killed in combat on January 8, 1970. He was awarded posthumously the Silver Star for gallantry in action.

The Library 160 Years Ago

A recent gift from Willis Van Devanter included a copy of the first volume of ***The Baltimore Literary Monument***, which in its number for February, 1839, included a two-page account of Georgetown by an unnamed author. Part of that account deals with the library; its dated style and wording notwithstanding, the sentiments are such as might do us proud today.

"But the system of this university keeps pace with the development, and spirit and genius of our age and country. It embraces all modern literature, comprises all modern inventions, and cherishes the principles of liberty and republicanism. The library, which contains 15,000 volumes, is open to the curiosity of the pupils, and is deficient in very few of the works of modern writers that are worth preserving: reviews, periodicals, pamphlets, papers, and every variety of miscellaneous effusions, selected with scrupulous caution by the Faculty, are offered to the perusal of the students."

On Editing

“One should fight like the devil the temptation to think well of editors. They are all, without exception–at least some of the time–incompetent or crazy. By nature of their profession they read too much, with the result they grow jaded and cannot recognize talent though it dances in front of their eyes.”

--John Gardner

WHAT IF I WOULD LIKE TO CONTRIBUTE?

We'll try to make it easy! If you have books, manuscripts, prints, or other items the library might be able to use, ***contact*** *Marty Barringer, head of Special Collections, at* ***(202) 687-7475,*** *or Betty Smith, head of the Gifts unit, at* ***(202) 687-7458.*** *If you are considering a* ***contribution*** *in the form of cash, or appreciated securities, or some other form,* ***please call*** *University Librarian Susan Martin, at* ***(202) 687-7425,*** *or the Library Associates' coordinator at* ***(202) 687-7446.***

A NOTE OF APPRECIATION

We thank all those friends of the library who have donated books, manuscripts, or other library materials since October, 1998. Among them are:

- **Elizabeth Bancroft**
  More than 100 additional books and journals on intelligence and related matters
- **Paul F. Betz**
  Phillipps ms 3956 (seventeenth century notes on British history), and early printed books
- **Syd Cassyd**
  A collection of books on television history and personalities
- **John C. Hirsh**
  A collection of books on various aspects of American history and literature
- **Joseph E. Jeffs**
  A collection of first editions of works by Wallace Stegner
- **Laura Joost**
  A group of 29 engravings by Mexican artist José Maria Montes de Oca
- **Frederick and Nicholas Scheetz**
  Partially autograph letterbook kept by Washington Irving in Madrid
- **Mr. and Mrs. Volkmar Wentzel**
  Early (partial first) edition of Tocqueville's De la democratie en Amérique

WORLDS OF KNOWLEDGE ONCE UNIMAGINABLE

(continued from page 1)

unimaginable or at least inaccessible. Research that ten years ago would have required a trip to Rome can now be done at my desk in New North. (I love and hate you for that!) And while Lauinger more than keeps up with what's passing bright, it also keeps faith with the past. Last summer I was working on literary texts that kept referring to a collection of prints published at the Jesuit English College in Rome in 1609. I was convinced that I'd finally found my ticket to a European vacation, but before calling the travel agent, I ran a search on GEORGE. There it was in Special Collections: ***Ecclesiae Anglicanae Trophaea***.

Sometimes on a Friday or Saturday night, late, I'll walk past Pierce Reading Room. The lights are on and lots of people are home. It's a stirring sight: so much energy and enthusiasm for learning. In a handbook written for Jacobean courtiers Henry Peacham writes, *Affect not, as somedo, that bookish ambition to be stored with books and have well furnished libraries, yet keep their heads empty of knowledge. To desire books and never to use them, is like a child that will have a candle burning while he is sleeping.* Peacham's worry is so very far from Georgetown's reality. This faculty and our students are kept wide awake by a love for knowledge, and we see that knowledge by the light of your generosity."

GEORGETOWN UNIVERSITY
LIBRARY ASSOCIATES
NEWSLETTER

3700 O Street, N.W.
Washington, D.C. 20057-1006

UNIVERSITY OF IOWA
NEWS FOR SUPPORTERS OF THE
UNIVERSITY OF IOWA LIBRARIES

Bindings

SPRING 1999

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THE PAGES of a book are held together by its binding. Sewn together, one after another, each page adds to the book, creating a whole. *Bindings* represents the continuing relationship between alumni and other supporters of The University of Iowa Libraries, its students and faculty.

Why Presidents Give

"The University of Iowa Libraries is more than a library building. It is a university program of education. It creates new activities for the faculty. It reaches deeply into the curriculum of the University. It changes completely the responsibilities of the library staff. It opens up entirely new instructional methods. It creates a new kind of academic relationship between the instructor and the student."

From: *The Library as a Teaching Instrument*, 1945, by Virgil M. Hancher, then President of the (State) University of Iowa and the Library Planning Committee. This document was written during the building of the Main Library.

What is most remarkable about this excerpt is how far-reaching President Hancher's ideas were. He advocated a concept of an academic library as an educational program, not merely a repository for information. "I visualize it as a great study center for the campus...a center where new methods of teaching and new faculty-student relationships can emerge..." and that "librarians and teachers should coordinate their efforts."

Since 1945 this view of the librarian's role has been strengthened and expanded so that today user education and outreach are the hallmark of the services of The University of Iowa Libraries. Librarians in branch libraries as well as departments in the Main Library such as Reference, Government Documents, and Special Collections work closely with faculty and students to educate them in the full range of information resources.

And as new technologies have become prevalent in libraries, it is the professional staff throughout the library system who have assisted students and faculty in learning the new electronic information resources and the application of new multimedia and digitized resources in research and teaching.

A number of new directions and innovative services have been possible with the support of the UI presidents beginning with President Hancher and continuing through today. The legacy of UI presidents has not only been in their strong support of the Libraries through their leadership position, but also by including the UI Libraries in their private giving.

Their reasons for giving are many. A university president has a unique perspective on the role of the library within the university community, and a personal and professional involvement with the library as a scholar and teacher. University presidents understand that the academic library is laboratory, educational program, and cultural archive. Individually, they have spent countless creative hours pursuing their own research. In the following section, current UI President Mary Sue Coleman and past UI Presidents Hunter Rawlings, James Freedman, and Willard L. (Sandy) Boyd reflect on their personal reasons for making a commitment to The University of Iowa Libraries.

Mary Sue Coleman

UI PRESIDENT 1995-PRESENT

Mary Sue Coleman is the current President of The University of Iowa. Additionally, she holds academic appointments as professor of biochemistry in the College of Medicine and professor of biological sciences in the College of Liberal Arts. Prior to coming to The University of Iowa, Coleman served as provost and vice president for academic affairs at the University of New Mexico. She also served as vice chancellor for graduate studies and research (1992-1993) and associate provost and dean of research (1990 -1992) at the University of North Carolina at Chapel Hill. Coleman was a member of the biochemistry faculty and a Cancer Center administrator at the University of Kentucky in Lexington for 19 years. She was elected to the National Academy of Sciences' Institute of Medicine in 1997.

As President, Coleman has focused on implementing the University's strategic plan, articulating core values and indicators of progress, and setting targets for advancing the University's position among the nation's leading public universities. The challenges she has identified for educating students for the next century include encouraging teamwork in seeking multidisciplinary solutions to complex problems and making wide use of rapidly changing technologies. To this end, she has proved an enthusiastic advocate of the UI Libraries' efforts in these areas and often mentions the need to support technology-based teaching, library operations, and increases for library acquisitions in her official speeches and writings.

In her September 23, 1997 Presidential Address, *Technology, Creativity and New Modes of Learning*, President Coleman recognized the University Libraries. She noted how the Information Arcade in the Main Library and the Information Commons in the Hardin Library for the Health Sciences help students and faculty develop the skills and the confidence to use technological resources. She also applauded a partnership between the Libraries' program staff, the Center for Teaching, and Instructional Technology Services that offered technology workshops for faculty under the nTITLE (New Technology In The Learning Environment) program.

"Profound engagement with the written word is central to the university experience—so we have always known that a great university must have a great research library. In addition, in recent decades, the explosion of research tools in electronic formats has placed new demands on our staff, our facilities, and our institutional budget. As we seek to enhance the national stature of the University, increasing support for University Libraries is a key strategy for our overall institutional advancement. I can think of no other core resource so heavily used by all colleges and disciplines. That is why, in my own gift-giving priorities, university libraries are always high on my list."

Mary Sue Coleman
President, The University of Iowa

Hunter R. Rawlings

UI PRESIDENT 1988-1995

Hunter R. Rawlings III, a classics scholar, currently serves as President of Cornell University, an appointment he has held since 1995. Rawlings served as President of The University of Iowa from August 1988 through June 30, 1995. Before coming to The University of Iowa in 1988, Rawlings served for four years as Vice President for Academic Affairs and Research and Dean of the System Graduate School of the University of Colorado. He joined CU-Boulder in 1970 as a professor of classics and became department chair in 1978.

Rawlings was elected to the American Academy of Arts and Sciences in 1995. He is a past member of the Board of

Directors of the American Council on Education, of the Executive Committee of the Association of Mellon Fellows in the Humanities. He was named as a member of the National Advisory Committee of the Woodrow Wilson National Fellowship Foundation in 1998.

"As a classicist, I have spent much of my life working in libraries. I find scholarship one of the most fulfilling and rewarding activities one can pursue. To deepen one's appreciation of other human beings by reading their words carefully and critically is not only a personal pleasure, but a moral obligation. Libraries open the world to us and us to the world. They are liberating, liberalizing instruments that deserve their place in the center of the academy. They also deserve our attention and our support."

Hunter R. Rawlings III
President, Cornell University
President Emeritus, The University of Iowa

James O. Freedman, UI PRESIDENT 1982-1987

James O. Freedman served as President of the University of Iowa for five years before becoming the President of Dartmouth College from 1987 to 1998. He has now returned to his full-time work as a scholar and teacher. Freedman will return to Iowa City in the fall of 1999 to teach at the UI College of Law.

A graduate of Harvard University and the Yale Law School, Freedman served as a law clerk to Justice Thurgood Marshall and practiced law with the New York City law firm of Paul, Weiss, Rikin-Wharton, and Garrison. He joined the faculty of the University of Pennsylvania in 1964, where he served as University Ombudsman and Associate Provost before becoming Dean of the Law School in 1979.

Freedman currently serves on the UI Libraries Advisory Board. He is a member of the American Law Institute, the American Antiquarian Society, the Board of Directors of the Houghton Mifflin Company, the Board of Trustees of the Jewish Publication Society of America, and the Board of Directors of the Salzburg Seminar. In 1991, Freedman received the William O. Douglas First Amendment Freedom Award from the Anti-Defamation League of B'nai B'rith.

"Libraries collect in a single place learning and literature of all sorts. They salute learning and the acquisition of knowledge. By taking unto themselves the ordinary and the fabulous, the real and the ideal, libraries create a wondrous whole that is greater than the sum of the parts."

James O. Freedman
President Emeritus, The University of Iowa

Willard L. "Sandy" Boyd, UI PRESIDENT 1969-1981

Willard L. Boyd is a lawyer and an educator. He joined the UI College of Law faculty in 1954. From 1964 to 1981, Boyd served in the University Administration, first as Vice President for Academic Affairs, and then as President of the University for 12 years. In 1981, he left Iowa City to serve as President of the Field Museum of Natural History in Chicago. Boyd returned to his position as Professor of Law at The University of Iowa in 1996, teaching courses on Non-Profit Organizations and Philanthropy.

Boyd has received many awards for his work in the humanities. He was one of the first winners of the Charles Frankel Prize awarded in 1989 by the National Endowment for the Humanities, honoring five Americans for their efforts to bring history, literature, philosophy, and other humanities disciplines to general audiences. In 1996 he was selected as a Laureate by the Lincoln Academy of Illinois and received the Thomas & Eleanor Wright Award given by the Chicago Commission on Human Relations. This award recognizes his human relations efforts in making the Field Museum a place where people of different backgrounds come together for a common purpose.

"To be great, a university needs a great research library for its faculty, staff and students. As a pioneer in the open stacked concept, Iowa provides a one-to-one relationship between students and authors. Students at all levels and in all programs can engage in independent research and thereby acquire the basic skills of life-long learning.

"A great library requires great collections. Each of us is needed to build those collections by giving generously both of our funds and of our own collections. In doing so we will help make The University of Iowa Libraries stand at the forefront of the nation's outstanding research libraries and assure that future generations will have superior access to superior collections."

Willard L. Boyd
Professor of Law and
President Emeritus, The University of Iowa

Lost in the Library

Why Faculty Give

Ten years ago on a sunny day in August, shortly before the start of the fall semester, I took up residence in the University Library. With the help of my wife Kate, I moved my books, computer, and two pots of widow's tongues that she planted up especially for my library study. Thanks to a University Research Assignment and a Brodbeck Faculty Fellowship, I had the full year to work on a book about the personal essay, and I wanted to work in a place where I wouldn't be distracted by anything, except perhaps by the view of the Memorial Union and the Iowa River from the north-facing window of my study. I wanted to get away from it all. And my library study certainly filled the bill. No one could find me, no one could call me, nothing could distract me from my reading and writing. Except for myself. And the alluring resources of the library.

Little did I realize that bright August day that I would be seduced by the collection of books just outside my study door, until the next day when I was looking for a book in the stacks and found another one right next to it that also seemed relevant and interesting. And another one next to it. Little did I realize that the same thing would happen whenever I went to the card catalogue, the microfilm collection, the serials section, or the reference librarians. Everyone and everything in the library seemed to be leading me toward a more spacious and richly informed approach to my study, and I could hardly resist. So, by the end of the first semester, I hadn't met any of my goals that I set for myself. But I did write two pieces about the personal essay that I never imagined myself producing until I got lost in the library and found my topic anew. So, too, I discovered that the library is not just a static repository of knowledge but a dynamic source of learning (especially now with its extensive network of computers and computer-related materials). So, at last, I found myself moved to pledge a substantial contribution to the library, which I have been making in small monthly increments for the past ten years and will continue to make for another five years, hoping that others might get lost in the library and find themselves anew.

Biographical Note: Carl H. Klaus, Professor Emeritus of English, is the founder and former director of Iowa's nonfiction writing program. A specialist on the personal essay and author of several textbooks on writing, Klaus is best known for his two recent books about living and gardening in Iowa City, *My Vegetable Love: A Journal of a Growing Season* (Houghton Mifflin, 1996) and *Weathering Winter: A Gardener's Daybook* (University of Iowa Press, 1997). His next book, *Taking Retirement: A Beginner's Diary*, will be published in fall 1999 by Beacon Press.

Investing in the Future

"Everything you can imagine is real."
—Pablo Picasso

There are many kinds of deferred gifts—bequests, life income gifts, charitable remainder trusts, gifts of real estate and life insurance—to mention only a few. Each type of plan has specific benefits for the donor and the University. Yet, however important legal and tax considerations are to the individuals involved, these are rarely what determines why someone makes this kind of commitment.

People decide to set up deferred gift plans because they want to make a difference. It is imagination, creativity, and an eye toward the future that makes this option attractive to some donors. They want to impact the lives of people in a substantial way that would not be possible through a cash gift in their current circumstances. Planned giving can permit alumni and friends to leave a legacy without affecting their current assets. Support from a bequest or trust can be used to create new opportunities for students, provide research materials for faculty, and instruction at all levels in the changing information environment.

This is the first of a two-part article on why donors choose this type of support. The reasons are always very personal. What is especially striking in the following stories is the sense of deep satisfaction that these individuals express when discussing their decision to establish a deferred gift plan.

Jo Ann T. and Whealen M. Koontz

Bookworms in the Stacks

Jo Ann and Whealen Koontz are native Iowans with ties to the state and University that extend over several generations. Jo Ann grew up on an Iowa farm that she now owns, and she is a UI alumna. Whealen is likewise a UI alumnus, as were his mother and father. Whealen graduated from The University of Iowa School of Medicine and was a resident in Internal Medicine. Jo Ann studied English, earning a BA and MA and completing work toward a Ph.D. Both Whealen and Jo Ann were elected to Phi Beta Kappa and graduated with honors. As students at the UI, Jo Ann notes that the University Libraries played a central role in both their lives. They spent many hours studying and doing research in the Libraries. She also notes that one of her favorite teachers, Dr. Ralph Ellsworth, was also the Director of the Libraries.

Jo Ann also worked as a page at the Education Library. She explains that, "I was paid 75 cents an hour. It may seem inconsequential, but at the time, with a husband in medical school, it provided a very important income. We were very grateful for the support, and I enjoyed the experience tremendously." Later she held a teaching assistant position in the English Department where she taught six years.

Jo Ann and Whealen lived briefly in Ohio and North Carolina where Jo Ann taught English. They returned to Iowa so that Whealen could complete his medical residency at The University of Iowa Hospitals and Clinics. He currently practices in Cedar Rapids.

Their commitment to The University and its programs has led them to support the Libraries. They have established a bequest in addition to their annual giving. "We are bookworms at heart and have always viewed our experiences with the Libraries as equally significant to that with the faculty," Jo Ann asserts, and that relationship has continued over the years. "Whealen has remarked on the importance of a good liberal arts collection on several occasions. He feels strongly that studies in the humanities help make the scientist a better doctor and the doctor a more complete human being.

"Additionally, we wanted to recognize the Libraries' administration and staff. We have been especially impressed with the abilities and dedication of Sheila D. Creth, University Librarian, and her colleagues."

Researching Solutions

Joanne M. and Charles A. Swenson are also UI Alumni. Joanne completed a Bachelor of Science in Nursing in 1961 and worked as a staff nurse at The University of Iowa Hospitals and Clinics. Taking time off to raise her family, she continued to work as a volunteer at the hospital. Later she rejoined the hospital as a staff member in the Department of Patient and Guest Relations. Joanne served the UIHC community as the Patient Representative for 18 years before retiring in 1997.

Charles A. Swenson earned his Ph.D. in physical chemistry through The University of Iowa Department of Chemistry in 1958. He worked briefly as an Assistant Professor at Wartburg College in Waverly before accepting a postdoctoral fellowship in the Department of Biochemistry at the UI. This appointment led to an Assistant Professorship at Iowa. He was promoted to Professor in 1972 and served as acting head of the department from 1984 to 1987. Charles retired in 1996.

Charles notes that "for a professor working in scientific research a quality library is essential. My experiences with the University Libraries over my 36 years were excellent. I could always count on the assistance I needed to locate an obscure paper.

"I became informed in more detail of the problems research libraries were facing when I served on the recruitment committee for a new Head of the University Libraries. This was the period during which the current director, Sheila Creth, was hired. It was then I decided that of all the logical places I might contribute financially to the University, a gift to the Libraries would have the most impact. We made a commitment to the Libraries in the form of a planned gift in recognition that a top-notch research library is essential to the success of all areas of study at the University."

Joanne agrees, adding, "The needs of today's libraries are enormous. The technology that makes information more accessible to students and faculty is sophisticated and expensive. We believe that a quality library is vital to the existence of a university and is worthy of our support. We hope that our contribution will help the University Libraries continue to grow and excel."

Janett W. Vander Maas and
John P. Vander Maas

A Passion for Collecting

Sometimes powerful relationships between individuals and institutions are founded in surprising ways. Neither Janett Vander Maas nor her late husband John were UI alumni, nor did they have any other prior association with The University of Iowa. It was the railroads that brought them to the University Libraries.

Although Janett and John Vander Maas lived in Muscatine, Iowa, most of their lives, John grew up in Keokuk, Iowa, and Janett grew up in northern Missouri. They met through their parents, who were long-time friends. In Muscatine, John worked in the farm supply retail business. However, it was a job that John held with the railroads during WWII that would inspire a lifelong passion for collecting.

During the war, John worked for the Chicago-Burlington-Quincy Railroad line. He had always loved trains, having grown up near the Mississippi rail lines. Working on the railroad was the fulfillment of a childhood dream. During the time of his employment, the railroad decided to clean up what they considered to be office "clutter," timetables, photographs, 'flimsies' (hand held paper signs on which train orders were printed), postcards, and paper ephemera. Recognizing the historical value of these materials, John asked the railroad for permission to keep this "refuse." This was the beginning of a collection that would grow in size and depth to become the "John P. Vander Maas Collection of Railroadiana." John started to donate his collection to The University of Iowa Libraries in 1982 out of a need to make the collection available to researchers and to ensure proper conservation of fragile materials. Janett Vander Maas notes that "our experience with the Special Collections Department at The University of Iowa Libraries was very positive. Bob McCown and other Special Collections staff were very helpful. We were very pleased with how the collection was handled."

John Vander Maas continued collecting until his death. Each year he would donate another portion of the collection. After he passed away, Janett continued this practice until the remainder of the collection was housed at the Libraries. John had intended to provide additional support to the Libraries, and Janett wished to respect that wish as well. She amended her will to create a bequest from her estate that will go to the Libraries.

"John understood the importance of the collection and the value of leaving it to the Libraries," Janett recalled. "In his memory and honor, I wanted to provide funds that could be used to maintain that collection as well as provide additional support for other Libraries' programs and services."

UNIVERSITY OF IOWA
COLLECTING THE SPIRIT:

Athletics Collections in the Libraries

The Department of Special Collections at The University of Iowa Libraries holds collections on the history of sports at the University and throughout the state of Iowa. Special Collections includes the University Archives and the Iowa Women's Archives. These resources offer a variety of sports memorabilia, research and documentary materials. Additionally, photographs, books, and articles chronicle sports in Iowa. The following is an overview of what is available.

The University Archives

The UI Athletic Departments have donated newsletters such as *Hawk Talk*, sports event programs, catalogs, and game tickets. All men's and women's athletics programs are represented: track and field, golf, gymnastics, basketball, football, swimming, tennis, wrestling, field hockey, rowing, volleyball, cross-country, and soccer. Additionally, there is regalia such as the Hawkeye Trivia Game, a pair of very old wooden barbells, a sports soft drink cup collection, and bumper stickers with Hawkeye motifs and slogans.

Other materials include photographs, books, articles, thesis papers, and personal papers from former UI athletes. Fred Kent, University photographer in the first half of the 20th century, shot numerous team portraits and action photographs. These are held in the Archives, organized by subject, in the Fred Kent Collection. Books include *A History of Wrestling in Iowa: From Gotch to Gable* by Mike Chapman (University of Iowa Press, 1981); *A Gallery of Iowa Sports Heroes* by Jack Bender that is illustrated with cartoons of UI athletes (Cedar Rapids, 1989); and *100 Years of Iowa Football* by Dick Lamb, Bert McGrane, and Al Grady (University of Iowa Athletics Department, 1989). Writers' Workshop alumnus and former wrestler author John Irving is represented by "Gorgeous Dan," an article about former UI wrestling coach Dan Gable that was originally published in *Esquire* magazine (April 1973). *Even Big Guys Cry* is a book by UI alumnus actor Alex Karras, who was an All-American football player for Iowa in the late 1950s. Subjects explored in Ph.D. and Master's theses include the history of the Seals Club, an early version of the women's swimming program, and the role of intercollegiate athletics for women at the University.

The "Manuscripts and Papers of Nile Clarke Kinnick Jr." consist of six boxes of letters, photographs, and artifacts dating from 1926 to 1991. These materials were used for the book *A Hero Perished: The Diary and Selected Letters of Nile Kinnick* edited by Paul Baender and published by the University of Iowa Press in 1991. Kinnick, for whom the Hawkeye football stadium is named, was born in Adel, Iowa, on July 9, 1918. He was a star athlete at the UI, winning all the major football awards, including the Heisman trophy. After graduation, he enlisted in the Navy Air Corps Reserve and was called to active duty three days after the bombing of Pearl Harbor. He died at the age of 24 on June 2, 1943, when his plane developed mechanical difficulties and crashed in the Gulf of Paria.

The Iowa Women's Archives

The Iowa Women's Archives (IWA) holds a number of collections that document girls' and women's sports in Iowa. Among them are photographs and scrapbooks of girls who played high school basketball in the 1920s; girls who were on high school golf, basketball, softball, or track teams in the 1960s and 1970s; and high school coaches. Recreational sports are represented in the records of the Young Women's Christian Association of Greater Des Moines, the Mary Noble Photography Collection, and interviews and photographs of Iowa City women softball players in the 1990s.

Newspaper clippings and publicity materials of the Iowa Cornets document this professional women's basketball team that was formed in Cedar Rapids in 1978, lasting until 1980. Papers and memorabilia of two women who played on the Cornets, Molly Bolin and Rhonda Penquite, are also held by the IWA. Extensive records of The University of Iowa's Department of Physical Education for Women date from the 1910s to the 1980s and contain administrative files as well as research files of department heads. Finally, the Archives hold papers of faculty members who were active in the Association of Intercollegiate Athletics for Women. Information about Title IX can be found in the papers of Minnette Doderer and other legislators.

This article is part one of a special focus on athletics and the Libraries. The University Libraries have developed a partnership with the athletic departments to provide instruction to students in using the Libraries resources. Read more about how this initiative helps students succeed in the Fall 1999 edition of *Bindings*.

T.C. Boyle Reception in Iowa City

By Selden Smith

T.Coraghessan Boyle has won critical acclaim as well as a place on many best-seller lists. A graduate of The University of Iowa, he received an MFA from the Writers' Workshop and a Ph.D. in English. Boyle is the author of *Riven Rock*, *Tortilla Curtain*, *The Road to Wellville*, *Water Music* (which he wrote at Iowa, inspired by a book in our library), several other novels, and dozens of short stories.

On November 11, 1998, Boyle met with an invitation-only gathering of Friends of the Libraries and read from his new collection, *T.C. Boyle Stories*.

After a welcome from Board President Jane McCune and from the evening's host, Bill Burger, University Librarian Sheila D. Creth introduced T.C. (Tom) Boyle. In his opening remarks, Boyle expressed his appreciation for the Libraries. "I've never believed in that saying, 'write what you know,'" he said. "I always have to go and find out." He then captivated the audience with an animated reading from his new book.

Before and after taking the podium, Boyle signed books and chatted with the 50 or so guests who came to the event at Mercantile Bank in Iowa City. With the Libraries' own Paul Soderdahl at the piano, guests enjoyed champagne, desserts and coffee, and the chance to meet one of America's most prominent authors.

Libraries and Hollywood

By Sheila D. Creth and Selden Smith

Alumni and friends in the Los Angeles area heard from three UI graduates who have distinguished themselves in the film and television industry through a program co-sponsored by the UI Libraries and the Alumni Association. Titled "Facts and Fictions: TV/Film Productions and Libraries," the program was held at the Los Angeles Public Library, Downtown Branch.

Bill Shaw, president of the Los Angeles Iowa Club, and Sheila D. Creth, University Librarian, provided the welcome. The panelists were Norman Felton, Marian Rees, and Paul Seydor. Felton is a TV pioneer who produced several hit series in the 1950s and 1960s. Most recently he has been working on a screenplay about the founding of the United Nations and an adaptation of a novel by George Bernard Shaw. Rees is a producer of many "Hallmark Hall of Fame" TV specials and currently at work on a "Masterpiece Theatre" series. Seydor is a film editor, critic, professor, producer, and director. The new head of Special Collections, Sid Huttner, moderated the panel. After describing how they got into "the industry," the panelists related how libraries had helped, in some cases indispensably, in their work.

"This is an industry anchored in research, more than anyone realizes," said Marian Rees. "It falls to the writers to provide their own authenticity."

Paul Seydor finds reading literature to be the best preparation for editing film. "If you have five different takes, what is the best performance? The best reading? What is the effect of choosing the close-up, the over-the-shoulder shot, or having the line read off-camera?" Answering such questions requires a literary sensibility as well as a cinematic one, he said.

Norman Felton, recounting his early career and his development as a writer, explained, "Wherever I went, I would go to a library, really, for the company." He went from scenery construction to playwriting, *Special Programs and Receptions for Libraries Supporters and Alumni in Iowa and Elsewhere.*

Women Mystery Writers Discussed in Iowa City Program

(Left to Right) Sandra Ballasch, reference librarian at The University of Iowa Libraries, and Lois Cox, clinical professor of law at the UI College of Law, presented a program on historical and contemporary women authors working in the mystery and detective fiction genre. Over 125 Friends, alumni, and other interested individuals attended the discussion on October 8, 1998.

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then won a scholarship to The University of Iowa. "Anyone who writes," Felton said, "knows what libraries can do."

Following the program, a dinner was held at the Regal Biltmore Hotel for the panelists, individuals who have contributed their materials to the television and film collections at the University Libraries, and other library supporters.

This gathering of UI alumni, many working in television and film, was also the occasion to announce the plan to launch a major fundraising effort to create the Library for Television and Film Studies. There was keen interest and excitement among those attending regarding this Library at The University of Iowa.

Library for Television and Film Studies

Television and film have had a significant impact on American culture, and The University of Iowa has a long tradition of academic excellence in film and television studies. Currently the UI Libraries, Department of Special Collections, has a small but distinguished collection of materials from screenwriters, producers, and directors. The commitment to creating a Library for Television and Film Studies will result in expanding and strengthening the collections and services available to faculty and students.

Currently the UI Libraries has a strong collection of published books and journals (approximately 10,000) and a large video collection (over 7000) consisting of feature films, TV productions, and documentaries. These materials, along with a diverse collection of production materials, will establish a rich source for the academic programs at the UI from screenwriting and editing to the study of popular culture. The number of UI alumni who are active in the industry greatly strengthens the potential for adding to the primary source materials.

Goals of the Library for Television and Film Studies

- Expand the current collection of materials from writers, directors, producers, actors, and others.
- Build the collection of published books and journals on television and film.
- Collect and preserve film and video.
- Collect and preserve emerging multimedia formats for television and film.
- Digitize unique materials to provide broad access worldwide.

Establishing an Endowment for the Library for Television and Film Studies

Private funds will be raised to establish an endowment to provide for the operational costs of sustaining this Library, including personnel, purchase of published sources, the refurbishing of space to provide for film and video storage, and the costs to digitize unique collections to provide ready access from anywhere in the world.

The endowment goal is $4.5 million.

Contacts for Additional Information

Anyone seeking additional information generally about the Library for Television and Film Studies or donating materials for the Library should contact: Sidney F. Huttner, Head, Special Collections Department, The University of Iowa Libraries, 100 Main Library, Iowa City, IA, 52242-1420 or call 319/335-5921 or email: sid-huttner@uiowa.edu.

Individuals interested in making a financial contribution toward the endowment for The Library should contact: Selden W. Smith, Director of Development for The University of Iowa Libraries. Contact the Libraries' administrative offices at 319/335-5867 or the UI Foundation at 1-800/648-6973, by mail at the Library for Television and Film Studies, The University of Iowa Libraries, 100 Main Library, Iowa City, IA 52242-1420 or by email: selden-smith@uiowa.edu.

Advisory Board News

- Lois Ann Eichacker was selected as a 1999 Distinguished Alumni Award recipient. The University of Iowa Alumni Association has presented these awards since 1963 to honor alumni and friends of The University of Iowa. It represents the highest accolade awarded by the Alumni Association.

- Max Allan Collins premiered his new film, a documentary on internationally renowned author and celebrity Mickey Spillane at The University of Iowa Libraries on February 26. Spillane and his wife Jane were in attendance. *Mike Hammer's Mickey Spillane* includes interviews with such noted mystery/detective genre authors as Donald E. Westlake, Walter Mosely, and Sara Paretsky. Collins, who is an award-winning author and filmmaker, has developed a number of projects with Spillane, whom he also counts as a personal friend. Additional information regarding this film and Collins's other projects is available on the F.O.M.A.C. (Friends/ Family /Fans of Max Allan Collins) website: http://www.muscanet.com/~phoenix/

- It is with great sadness that we note the passing of emeritus board member Betsy Hawtrey, who died in December after a long illness. Hawtrey was an active member of the Libraries Advisory Board, serving from 1993 to 1998. She was also a prominent member of the Episcopal Diocese of Iowa and an accomplished musician and teacher of cello performance.

SELDEN W. SMITH, DIRECTOR OF DEVELOPMENT, UNIVERSITY OF IOWA LIBRARIES

Small Change

At this time of year, the more optimistic among us start looking toward springtime. So do the gardeners, who I think must be optimistic by nature.

It seems only natural to look at the many parallels between the garden and the library where the seeds of knowledge are planted, where new ideas take root, where careers blossom and bear fruit and to see libraries as the intellectual garden of the University.

True, the garden's productivity and its beauty depend on the quality of the soil, water, light, and care that the plants receive; and yes, in the same way, the library profoundly affects the quality of the University's learning environment.

But something even more interesting is happening when the seeds begin to grow. They are receiving a very complicated set of instructions to transform water and nutrients into daisies and roses, tomatoes and squash. Why do these plants become flowers and food and not weeds? Because of their genetic structure, the complex messages of their DNA.

Seen in this light, the library is far more than a garden plot. It is part of Iowa's genetic heritage. What kind of library we have at The University of Iowa determines not only how we are individually unique among universities, but even what species of university we are.

When we add a collection here or a service there, it may not seem like much. Given the vastness of the library's holdings and the breadth of our services, a few new items, or a few hours of a librarian's time–or even a new room–may seem like a small change by comparison. But then, consider the tiny variations in DNA that differentiate individuals, and the slightly larger ones that bring forth whole new species.

In the genetic blueprint, small changes in the right places have tremendous consequences. Small changes in the right places determine what kind of University the next generation will inherit.

When you donate to the library, you do more than plant a seed. You help to invent The University of Iowa of the future.

Small change?

Hardly.

UNIVERSITY OF IOWA

SPECIAL COLLECTIONS

A LITERARY FEAST

The Iris Murdoch Papers

Robert McCown, Manuscripts Librarian

In June 1998, the University Libraries acquired 14,236 pages of Iris Murdoch's papers, including manuscripts for *The Green Knight* (1993), *Jackson's Dilemma* (1995), *The Message to the Planet* (1989), *Metaphysics as a Guide to Morals* (1992), and the 1984 Gifford Lectures.

Iris Murdoch was an eminent Anglo-Irish novelist and philosopher. She taught philosophy at Oxford for many years and wrote such philosophical works as *Sartre, Romantic Rationalist* (1953) and *The Fire and the Sun: Why Plato Banished the Artists* (1977). But she was best known as a fiction writer, having penned 26 novels since 1954. Today the longhand drafts of all of Murdoch's prose narratives are among the original manuscripts owned by the University Libraries. In addition to manuscripts, the Libraries also acquired books by Iris Murdoch, including first editions, paperbacks, limited editions, and proof copies. This collection forms an impressive archive of one of England's most distinguished contemporary writers.

Murdoch won a number of literary awards including the James Tait Black Memorial Prize, the Whitbread Prize, and the Booker Prize. In 1987 she was honored as a Dame of the British Empire.

These acquisitions were made possible in part through the generosity of the Friends of The University of Iowa Libraries, and from funds raised by the series of Literary Feasts held several years ago. The Literary Feasts were a series of fundraising dinners held in private homes with well-known authors as guests. More than $20,000 was raised in this effort to support the purchase of literary works and literary criticism.

Cover Illustration from *Jackson's Dilemma*, Iris Murdoch, 1995, Penguin Books, New York. Cover design by Jesse Marinoff Reyes.

THE UNIVERSITY OF IOWA LIBRARIES WELCOMES A NEW ERA IN SPECIAL COLLECTIONS

A Commitment to the Future

The University of Iowa Libraries Department of Special Collections has a new leader at the helm. Sidney F. (Sid) Huttner joined the Libraries as head of Special Collections in January. Sid came to the UI from the University of Tulsa, where he had served as curator of Special Collections since 1984 and worked to develop what is now one of the most distinguished collections of 20th century British literature in the United States. Earlier Sid worked in the libraries of the University of Chicago (from which he received a BA and an MA in Philosophy) and Syracuse University.

Sheila D. Creth, University Librarian, remarked on his appointment, "We are extremely excited not only about the knowledge and experience Sid Huttner brings, but also his enthusiasm. He will provide energetic leadership into the next century."

In reflecting on the role of a special collections department in the academic environment, Sid recently wrote, "It is important to note that rare books and manuscripts in closed stacks force a mediation between scholar and scholarly resource that offers spectacular opportunities to share in the process of discovery, both to share one's own knowledge and to learn from others. By the same token, special collections staff are frequently called upon to introduce people, children and adults, to the mysteries of ancient manuscripts, of old books, and of papyrus, parchment, and paper.

"By exciting people–adults and children–about something as old and familiar yet as new and mysterious as a book, some will take up the challenge of further learning. Staff provide context, relating how and by whom these objects were made, printed and bound; to whom they were sold and how they were read; why they remain important, and why the past is needed by the present and the future.

"By bringing to the attention of a scholar unimagined but relevant resources, one sometimes shares in the creation of new knowledge. And that is why being a librarian is very exciting."

Special Notice: Take the opportunity to meet Sid Huttner! Over the next year, Sid will be visiting Libraries' supporters at several locations throughout Iowa and nationally. Watch your mail for possible dates where you live.

Friends who live in or visit Iowa City are welcome to contact Sid through the Department of Special Collections, 319/335-5921, or email: sid-huttner@uiowa.edu.

UNIVERSITY OF IOWA

UPCOMING PROGRAMS

Special Events

Saturday, May 1, 1999

THE BEAT GOES ON

The 1999 Friends Event:

35th Anniversary Celebration

Dinner and Dance, 7:00 - 11:00 p.m.
Pre-event Reception: 6:00 p.m.
2nd Floor Ballroom, Iowa Memorial Union
The University of Iowa Campus
$35 covers catering costs
RSVP by Monday, April 28, 1999
(Invitations will be mailed in late March)

It was the end of the Beat Culture movement and the beginning of the Mods. In 1964, LBJ was re-elected, Elizabeth Taylor married Richard Burton, the Beatles came to America, and Martin Luther King received the Nobel Peace Prize. It was a rollercoaster year where the sublime met the ridiculous and Marshall McLuhan reminded us that the "medium is the message" and that we live in a "global village." Motown was cooking, the Rolling Stones caused a commotion, and Bob Dylan announced that the Times They Are a Changing. There may have been a hint of change in the air, but generous amounts of hair spray still kept those beehive hairdos in place.

1964 WAS ALSO THE YEAR THAT THE FRIENDS OF THE UNIVERSITY OF IOWA LIBRARIES WAS FOUNDED. The Friends of The University of Iowa Libraries is one of the oldest Friends groups associated with an academic library. In recognition of the vision of these founding members, we hope you will join us for a special 35th Anniversary Celebration on Saturday, May 1, 1999. The original members of the Friends will be recognized.

The theme this year will be 1960s culture. Our DJ will be spinning tunes reflecting the best of the times, pop, Motown, Latin, Vegas lounge music, and Elvis.

There will be dancing and bar service throughout the evening, a special three-course buffet dinner, and a variety of fun events including a **Dance Contest, a Costume Contest,** and **a Lip-syncing Contest**. Prizes will include gifts and trophies. A different Friends Board Member will emcee each contest, and the audience will judge.

The Dance Contest will have three categories: slow dance, Latin dance, and rock and roll. Participants may decide the night of the event if they would like to compete.

The Costume Contest will also have three categories: "1960s Fashion Statement Best Forgotten," "Best Celebrity Impersonation" (this can be a literary, historical, or entertainment figure) and "Most Mod Cool Cat."

Lip-syncing Contest–Have you ever wanted to be one of the Fab Four? Are you Supreme? Then maybe the lip-syncing contest is for you. Because we will need to check that the DJ has the music you need, pre-registration is necessary. Note your intention on the RSVP you receive with your invitation or call 319/335-5867.

And watch your mailbox for that invitation! The RSVP deadline is Monday, April 26, 1999.

For ideas and inspiration, check out the partial listing of events in the "flashback" sidebar, call the Libraries Administrative Offices 319/335-5867 for a copy of our file information, look up the Friends website at http://www.lib.uiowa.edu/friends, or check the following (unaffiliated) websites:
Motown: http://www.motownat40.com/
More 60s Links—
http: //www.slip.net/ ~scmetro/sixties.htm
Men's and Women's Mod Fashions—
http://www.geocities.com/FashionAvenue/5362/
1960s Ladies Fashions—
http://www.geocities.com/SoHo/4473/index.html

Libraries/UIAA Outreach

April 8, 1999: 5:30 – 7:00 p.m.

Web Doctor: Making Sense of Health Information on the Internet

Cherry Auditorium, Coe College, Cedar Rapids
Presented by Jim Duncan, Head,
Information Commons,
Hardin Library for the Health Sciences,
The University of Iowa Libraries

Web Doctor provides attendees with an overview of the vast and complex world of the Web with special emphasis on how anyone can exploit this expanding resource. The session is designed to be of interest to both beginning and experienced Web users and will cover basic access methods and searching the Web for health-related information. Several quality health education and consumer health Web sites also will be featured. Questions from club members will be encouraged. For additional information and to make reservations, contact the UI Alumni Association at 319/335-3294 or 800/469-2586.

June 10, 1999: 3:00 - 5:00 p.m.

Alumni College: Health Science Resources Presentation at the Information Commons of the Hardin Library for the Health Sciences

Presented by Jim Duncan, Head,
Information Commons,
Hardin Library for the Health Sciences.
A reception follows the program.

UI Alumni Association is planning a special program on June 10, 1999, in association with reunion weekend. The University of Iowa Hospitals and Clinics will present the first part of the program. The second half will be presented by Jim Duncan at the Information Commons at the Hardin Library for the Health Sciences. Jim will guide participants in a hands-on session exploring online health resources. A reception with light refreshments will follow the presentation. Watch your mailbox for more information or call the UI Alumni Association at 319/335-3294 or 800/469-2586.

Exhibitions

March – May 1999

Global Focus: Human Rights

Part of the University-wide commemoration of one of the most important world events in the century, the signing of the Universal Declaration of Human Rights on December 10, 1948. This exhibition explores human rights in the global context over the past 50 years.

June – September 1999

Drive: America's Obsession with the Automobile

Tracing the history of the automobile in the United States, this exhibition examines both the impact of the car on society and society's impact on the car. Areas of focus include design issues, environmental concerns, sociohistorical developments, and safety issues such as those being explored by The University of Iowa's driving simulator.

Advance Notice

TBA November, 1999

Visiting Lecturer **Barry Moser**

Joint programming with The University of Iowa Center for the Book

Program Schedule TBA

Barry Moser has been described by the *Chicago Tribune* as "the best wood engraver in the country." His illustrations and fine prints have earned international acclaim. His accomplishments include receipt of the coveted American Book Award as well as membership in the National Academy of Design. He has created fine press editions of Lewis Carroll's *Alice in Wonderland* and Mark Twain's *Huckleberry Finn*. The University of Iowa Libraries holds a comprehensive collection of Moser's works, including both commercial and private press publications. Several of the latter contain original engravings. In 1989, Moser was commissioned by the University Libraries to create a limited-edition poster representing the connection between the state of Iowa and the Libraries.

In fall 1999, Moser will visit The University of Iowa on the occasion of the completion of his fine press edition of the King James Bible. This is the first bible illustrated by a single artist since 1865, and it represents a remarkable achievement, containing 240 original illustrations. The "primary edition" will be published in a limited edition of 400 copies.

The University of Iowa Libraries will add a copy of this extraordinary bible to its collections thanks to the generosity of Curtis Stucki, a retired librarian living in Washington state. Stucki, a former Iowa resident who worked at the UI Libraries in the 1960s, has made a gift towards this purchase in memory of his father, who was a minister in Iowa.

The bible will not be available until late 1999. In the meanwhile, mark your calendar so that you won't miss Moser's visit. Programming will include lectures, receptions, and demonstrations coordinated in partnership with the Center for the Book.

1964 Flashback

THEATER: *Hello Dolly, Fiddler on the Roof, Othello,* and *Funny Girl.*

ENTERTAINMENT NEWS: Elizabeth Taylor marries Richard Burton (the first time) and Beatlemania grips America as the Fab Four tour the USA and cause hysteria on the "Ed Sullivan Show."

BLOCKBUSTER MOVIES INCLUDE: *A Hard Day's Night, Goldfinger, Dr. Strangelove or How I learned to Stop Worrying and Love the Bomb, The Pink Panther,* and *Mary Poppins.*

NEW TV SHOWS INCLUDE: "The Addams Family," "The Munsters," "The Virginian," "Daniel Boone," "Outer Limits," "Gilligan's Island," "Man From U.N.C.L.E.," "Flipper," "Dr. Kildare," and "Voyage to the Bottom of the Sea."

LITERATURE: *You only Live Twice* by Ian Fleming, *The Psychedelic Experience*, by Timothy Leary, *Understanding Media: The Extensions of Man* by Marshall McLuhan

VISUAL ARTS: Pop Art is the dominant style; *Compositions I* by Roy Lichtenstein, *Brillo Boxes* by Andy Warhol, *Double Self Portrait* by Jim Dine, *Painted Bronze II* (Ale Cans) by Jasper Johns.

MUSIC: Hit Singles include: "Just One Look" by The Hollies, "Can't Buy Me Love" by The Beatles, "Walk on By" by Dionne Warwick, "My Guy" by Mary Wells, "Oh Pretty Woman" by Roy Orbison, "I Get Around" by The Beach Boys, "Baby Love" by The Supremes, "Downtown" by Petula Clark, and "Mr. Tambourine Man" by Bob Dylan.

THE GOOD NEWS: The Civil Rights Act of 1964 is enacted. The space probe Mariner IV flies by Mars, transmitting pictures of the planet's surface. The first lung transplant is successful. The World's Fair is held in New York. The Olympics are held in Tokyo. Martin Luther King is awarded the Nobel Peace Prize.

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All About Fundraising

Development Seminar at the Levitt Cente for University Advancement

By Selden Smith

Librarians and volunteers heard about the upcoming UI capital campaign and learned some basic, and not-so-basic, principles and practices of fundraising during a half-day retreat at the UI Foundation in October 1998. University President Mary Sue Coleman, UI Foundation President Michael New, University Librarian Sheila D. Creth, and key Foundation staff members addressed senior Libraries staff and volunteer Board Members.

Michael New started off with a description of the importance and impact of private giving. Since the state appropriation is a mere 24 percent of the UI operating budget, many of the University's outstanding accomplishments have been made possible by gifts from individuals and families. As for the upcoming capital campaign–or "comprehensive campaign," as it is more accurately known–the planning has already begun, with the public kickoff anticipated within the next two years.

Foundation staff discussed annual giving, planned gifts and grant and foundation support. Sheila D. Creth then outlined the improvements the Libraries will be able to make as a result of the comprehensive campaign, such as better collections and improved facilities and services. Selden Smith, Director of Development for The UI Libraries, described the ways that staff can help in the campaign.

President Coleman wrapped up with encouraging words about the centrality of the Libraries to The University of Iowa and her confidence in our ability to meet the challenges and goals of the campaign.

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Most Reverend George V. Murry, S.J., Ph.D.

Bishop George V. Murry, S.J. was born in Camden, New Jersey, in 1948. After graduating from Catholic elementary and high school, he attended St. Joseph's University in Philadelphia and St. Mary's Seminary and University in Baltimore. In 1972, he entered the Society of Jesus (Jesuits) and was ordained to the priesthood in 1979. Bishop Murry holds a M. Div. degree from the Jesuit School of Theology at Berkeley and an M. Phil. and Ph.D. in American Cultural History from the George Washington University, Washington, DC.

Bishop Murry has served as a university professor, President of Archbishop Carroll High School in Washington, DC, and Associate Vice President for Academic Affairs at the University of Detroit before being appointed Auxiliary Bishop of Chicago by Pope John Paul II in 1995. Then in May, 1998, the Pope appointed him Coadjutor Bishop of St. Thomas in the Virgin Islands.

He has also served on numerous Boards including the University of Detroit , St. Joseph's University, Mount St. Mary's College, and Loyola Academy in Detroit. Presently, he is a member of the Board of Trustees of Loyola University Chicago, Treasurer of the U.S. Bishops' Committee on Migration and Chairman of the Bishops' Committee on African American Catholics.

One of Bishop Murry's long term interests has been immigration. From 1975-1977, as a Jesuit seminarian, the Bishop worked as Special Assistant to the Executive Director, Migration and Refugee Services, United States Catholic Conference. From that vantage point, he saw first hand the efforts taken by the Catholic Church in the United States to resettle newcomers from Asia at the end of the Vietnam War. His doctoral dissertation, entitled, ***Welcoming the Stranger: The American Catholic Church and Refugee Newcomers, 1936-1980***, is a historical overview of the national Catholic refugees resettlement effort and challenges many of the negative assumptions which are prevalent in the contemporary immigration and cultural mobility debate.

GEORGETOWN UNIVERSITY
LIBRARY ASSOCIATES

Dr. Susan K. Martin
Georgetown University Librarian
requests the pleasure of your company
at the

Casey•McIlvane Inaugural Lecture

"A Consistent Voice of Welcome: The American Catholic Church and Refugees"

by

Most Reverend George V. Murry, S.J., Ph.D.
Coadjutor Bishop of St. Thomas, Virgin Islands

Tuesday, November 10, 1998
6:00 pm
InterCultural Center Auditorium
Georgetown University

A reception will follow in the
Philodemic Room, Healy Building.

The Casey•McIlvane Endowed Lecture Fund was established in memory of Francis L. Casey, Jr., C'50, L'53, and in honor of the Reverend Donald W. McIlvane, F'46. The fund is a joint gift of Roseanne McIlvane Casey, G'79 and Nancy McIlvane Del Genio, F'82. This lecture fund will support the academic disciplines currently taught at Georgetown University and the mission of the Society of Jesus.

GEORGETOWN UNIVERSITY

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Winter 1999 The University of Kentucky Libraries Volume 10, No. 1

Annual Meeting set for March 24

The Library Associates Annual Meeting and Prichard Lecture will again be held at the Singletary Center for the Arts on Wednesday, March 24. The reception preceding dinner will be held at the Helen G. King Alumni House at 5:45 p.m.; dinner and the awarding of the Medallion for Intellectual Achievement will take place at 6:30 p.m. on the Concert Hall stage in the Singletary Center, and the business meeting and Prichard Lecture will occur in the Center's Recital Hall.

Called "the nation's leading presidential historian" by Newsweek magazine, Michael Beschloss will present the 1999 Edward F. Prichard, Jr. Lecture. Mr. Beschloss is a young star who combines an insider's knowledge of current politics and an encyclopedic command of American history.

He is the author of five books, including the national best sellers *Taking Charge*, on Lyndon Johnson's secret tapes, and *The Crisis Years*, on John F. Kennedy and the Cold War. "Born to grip a lectern", as *The Washington Post* has said, he is a regular commentator on "The News Hour with Jim Lehrer".

Mr. Beschloss lives in Washington, D.C., and he has just begun a major history of Abraham Lincoln's assassination, as well as two more volumes on the Johnson tapes.

Library Associates are encouraged to bring friends to this event. Tickets are available by returning the ticket form that accompanied your invitation to the annual event, along with your check. For ticket information, contact Paula Pope at the William T. Young Library, 257-0500 ext. 2089.

Celebrating Words In Kentucky

A panel discussion

Words on Stage and Screen

Monday, March 22 - 7:30 PM - William T. Young Library Auditorium

Participants

Nick Clooney, Writer, Co-Host, "American Movie Classics"
Mitch Douglas, Literary Agent
Kathleen Foley, Theater Critic, *Los Angeles Times*
Charles Pogue, Screenwriter
James Rodgers, Playwright/Adapter/Lyricist, UK Theater Department
Dan Smith, Screenwriter, Professor, UK Department of History
Nancy Carpenter, Director for Art and Cultural Programs, KET (Moderator)

This event is free and open to the public

For electronic access to information about the UK Libraries or Information Systems, contact us at our Web sites:
http://www.uky.edu/Libraries/ www.uky.edu/Libraries/
or http://www.uky.edu/IS/ www.uky.edu/IS/

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FAX (806) 742-0496

NEWS RELEASE

FOR IMMEDIATE RELEASE
REF: 10-14-98
CONTACT: Jennifer LeNoir

LUBBOCK – Nationally recognized poet and Texas Tech University English Professor Donald Rude will read selections from his works at 7:30 p.m. Thursday (Oct. 22) in the Formby Room of the Southwest Collection/Special Collections Library.

The reading, which is free and open to the public, is part of the Art in the Library Committee's Readings in Literature Series. Refreshments will be served following the reading.

Rude has been a Texas Tech faculty member since 1971. His poetry has appeared in literary magazines such as *Black Buzzard Review*, *The Panhandler*, *South Coast Poetry Journal* and *Voices*. He currently is working on a collection of elegaic poetry tentatively titled, "The Naked Hermitage."

In addition to creative writing, Rude has published an anthology of essays on American minorities and a critical edition of Sir Thomas Elyot's, "The Boke Named the Governour." He also has published scholarly articles on the history of printing during the English Renaissance, the works of Joseph Conrad, Shakespeare's sources and T.S. Eliot's use of "Chapman's Homer."

Rude has presented papers to the Joseph Conrad Society in England and in France. He previously presented a radio show titled "First Edition" on KOHM where he weekly reviewed current works of fiction.

For additional information on Rude or his works, individuals should contact Librarian Susan Norrisey at (806) 742-2236.

Persons with disabilities who need special accommodations should contact Norrisey two days prior to the event so that appropriate arrangements may be made.

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NEWS RELEASE

FOR IMMEDIATE RELEASE
REF: 9-18-98
CONTACT: Jennifer LeNoir

(Editor's Note: The registration deadline for the free, public seminar is Sept. 30).

LUBBOCK – The Texas Tech University Library will host a seminar titled "Accessing Patent and Trademark Information" from 8:30 a.m. to 5 p.m. Oct. 7 in the Formby Room of the Southwest Collection/Special Collections Library. The registration deadline is Sept. 30.

Members of the public are invited to attend the free seminar, which will be presented by representatives of the Patent and Trademark Office in Washington, D.C. To register, individuals should call (806) 742-2268 or e-mail Government Documents Librarian Susan Poulter at lisam@lib.ttu.edu

The Texas Tech University Library was designated as one of some 80 official U.S. Patent and Trademark Depository Libraries in 1995.

Featured presenters include Fellowship Librarian Charlotte Erdmann and Administrative Librarian Amanda Putnam, both of the Patent and Trademark Depository Library Program in Washington, D.C. Also on the program are Associate Dean of Libraries Douglas Birdsall and Reference Librarian for Government Documents Susan A.M. Poulter, both of Texas Tech.

The seminar is aimed at inventors, engineers, researchers, attorneys and people interested in patent and trademark processes. Discussion topics will focus on various types of intellectual property; searching techniques; the use of reference tools; and demonstrations of several CD-ROM products currently available at the library's U.S. Patent and Trademark Depository.

Library patrons currently may access official patent and trademark documents using CD-ROM databases containing more than 20 years of records. The computer database provides access to full-text materials and patent drawings offered monthly by the U.S. Patent and Trademark Office in Washington, D.C.

Researching patents using recent technological access provides potential inventors with a marked advantage over non-electronic searches because they can learn about the latest inventions on existing devices by downloading full-text records. Poulter said even if an entrepreneur decides against manufacturing a product or device, establishing patent rights on the item will help the inventor receive royalties should someone else manufacture the device or product.

The Patent and Trademark Depository Library Program was established in 1871 with 22 libraries participating. Today Patent and Trademark Depository Libraries are found throughout the nation, the District of Columbia and Puerto Rico.

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NEWS RELEASE

FOR IMMEDIATE RELEASE
REF: 6-30-98
CONTACT: Jennifer LeNoir

(Editor's Note: With the approaching July 4th holiday, the media is invited to interview three World War II veterans who will share their personal perspectives on the meaning of independence at 10 a.m. Friday (July 3) in the Preston Smith Room of the Southwest Collection/Special Collections Library.)

LUBBOCK – Three former Lubbock members of the 303rd Bombardment Group (H), who flew numerous aerial combat missions during World War II, will be honored at 10 a.m. Friday (July 3) in the Preston Smith Room of the Southwest Collection/Special Collections Library for their donation of a book.

The three veterans are donating to the University Libraries the book, "Might in Flight: Daily Diary of the Eighth Air Force's Hell's Angels," which highlights the more than 363 aerial combat missions flown by the 303rd Bombardment Group (H) during WWII.

The book will be contributed by Roger L. Kuykendall, a pilot with the 360th Bomb Squadron; Rufus W. Grisham, a pilot with the 358th Bomb Squadron; and Joe Bob Johnston of Group Operations. A book plate honoring Kuykendall, Grisham and Johnston will be placed in the book. All three men represent the 303rd Bomb Group Association, Inc.

The 303rd Bombardment Group (H) based in England flew combat missions over Europe and participated in one of the first strikes on Berlin on March 6, 1944. The 303rd also provided aerial support on D-Day, June 6, 1944.

Only 1,500 copies of the book were published, said Kuykendall, and few have found homes in academic libraries.

According to Dean of Libraries E. Dale Cluff, "I feel privileged to accept the book not only because of its rarity but also because it will provide students, faculty and library patrons with an increased understanding of aerial combat missions as seen through the eyes of the Eighth Air Force."

Cluff said contributions like that of the 303rd Bomb Group Association, Inc., enrich the library's resources, and contribute to the success of future generations of students and researchers.

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MEDIA ADVISORY

REF: 10-06-98
CONTACT: Jennifer LeNoir

(Media representatives are invited to interview former 1954 Gator Bowl football legends as well as other players from the 1950s during a Texas Tech University Homecoming reception 2-3 p.m. Saturday (Oct.10) in the Formby Room of the Southwest Collection/Special Collections Library.

The reception, which is being hosted by the Southwest Collection/Special Collections Library and the Athletic Department, will include opportunities to interview players such as 1954 Gator Bowl MVP Bobby Cavazos and Jerry Johnson, one of two quarterbacks during the 1953 season and at the 1954 Gator Bowl.

More than 100 guests and former athletes are expected to attend the reception. A majority of the athletic guests are members of the Bike "10" Group, an organization composed of former Texas Tech football players.

Afternoon highlights will feature game footage from the 1954 Gator Bowl on two television monitors. Football memorabilia such as Cavazos' 1954 MVP trophy, old photographs, football jerseys and game programs will be available for viewing.

The Southwest Collection/Special Collections Library has been the repository of the Southwest Athletic Conference's records since it disbanded in 1996. As a result, students, sports historians and football fans often visit the library to re-live the wonder and the glory that was the Southwest Conference for 82 years.

The Southwest Athletic Conference materials represent the fourth largest collection of the Southwest Collection's holdings. The records contain correspondence, memorandums, financial and legal materials, various printed materials, game and player statistics as well as memorabilia. Of the printed material, the collection includes media guides, game programs and record books from each of the member universities. The collection also contains visual images containing slides, prints, contact sheets and negatives of athletic personalities and events.

During its history the conference captured 62 national championships in 15 sports. At the time of its demise the conference included Texas Tech University, Baylor University, University of Houston, Rice University, Southern Methodist University, Texas Christian University, Texas A&M University and University of Texas.)

SOURCES:
Tai Kreidler, Ph.D., Archives and Manuscripts Head, Southwest Collection/Special Collections Library, at (806) 742-3749

David Marshall, Ph.D., Bike "10" Group liaison and oral history field representative, Southwest Collection/Special Collections Library, at (806) 742-3749

UNIVERSITY OF ALABAMA

LIBRARY HORIZONS

A Newsletter of the University of Alabama Libraries

VOL. 11, NO. 1 FALL 1997

Students and Faculty Surveyed About Hours of Operation

On those formal occasions such as reaffirmation of accreditation, when the academic community ponders its library, *the* library is often perceived as a single, unified entity, described by the common expression, "the library is the heart of the university." The reality, as for most apparent monoliths, might more accurately be envisioned as a diverse, competing bundle of products and services packaged to produce the semblance of a coherent whole. This premise is easily tested by recalling the most recent experience with *the* library. The book or journal wanted either was or was not available. A reference librarian either was or was not available and did or did not give satisfactory assistance. The building was open or not at the desired time. Students and faculty, the libraries' customers, encounter *the* library as the availability of a book or journal, the ease of the process of checking those materials out for use, ready access to reference data on a computer screen, success in getting help from an information professional, or acquiring materials from a distant library.

Money, or rather the scarcity of it, considerably confounds efforts to create that coherent whole envisioned as a "good" library. Whether seemingly straightforward tasks such as keeping buildings open and returning books to their proper places or the more obviously expensive budget items such as buying books and hiring information professionals, all library services and products cost money. Each competes for its share of a fixed supply of funds, and it is not just those products and services that the customer sees that compete. To put books and journals on the shelves requires staff to select titles and prepare orders, to create catalog records, and to mark them with call numbers. The computer systems and networks which make this information more readily accessible are expensive, as are the professionals who maintain and program these systems. Dollars spent to purchase a book cannot be spent to catalog, to shelve, or to provide assistance in finding the information contained within that book. Dollars spent to keep buildings open longer will not be available to purchase books, journals, or computer files. In a given fiscal year, the library budget imitates an almost perfect "zero-sum game" in which a gain for one side entails a corresponding loss for the other side.

Recognizing that individual library customers assign a different value to each library service or product, the staff of the University libraries and the University community struggle with how best to distribute scarce resources among services and products. Last spring, the libraries stepped up efforts to take these questions directly to the customer.

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Technology Takes Library Services to Faculty Desktops

Although they have traditionally been regarded as repositories for scholarly information, university libraries nationwide are exploiting widespread technology on campuses to make information more available to faculty, staff, and students. Many traditional services, once confined to the environs of the library, are now extended to departmental offices and labs, contesting the conventional perception of the library as a "place." The following sampler of library services suggests that the University of Alabama Libraries is following the same trend.

As publishing shifts from paper to electronic, more library materials are becoming accessible to users outside the library. Faculty in the Culverhouse College of Commerce and Business Administration have access to selected databases on the Angelo Bruno Business Library's public network from their own workstations. The Health Sciences Library's resources, including *MEDLINE*, are available to faculty in the College of Community Health Sciences from their own college's network. The Law Library also offers access to networked resources, including *Westlaw*; *Lexis/Nexis*, and databases of primary legal materials, to faculty through the Law School's local area network. The Eric and Sarah Rodgers Library for Science and Engineering now subscribes to several major periodical indexes, notably *Engineering Index*, *Mathematical Reviews*, and *Bibliography and Index of Geology* through a Web interface, making these indexing tools widely available on campus. Several of the libraries also support their own websites to offer additional resources to remote library users. These examples illustrate how library materials once available only inside the library have become accessible from faculty desktops. In addition, as bibliographic resources move out of the libraries and into offices, classrooms, and labs, librarians recognize that instruction and assistance are often most useful when they are provided at the sites where these resources are used. Therefore, many of the libraries offer database instruction and assistance on-site by appointment.

Regular browsing of current journals is a favorite strategy used by scientists to stay current in their fields. Whereas scientists once had to come to the library weekly to browse through the current periodical issues, the Rodgers Library has initiated a table-of-contents service as an experimental method of expanding browsing capability to the scientists' desktops. Through a contract with OCLC's *ContentsFirst* database, individual scientists can select up to ten journals in their areas of specialty—titles they perceive as core journals to meet their teaching and research needs. The unique feature of this service is that the journal titles offered are primarily selected from current subscriptions held by the library; however, scientists may also request titles that have been canceled in recent years. Based on these profiles, OCLC transmits the tables of contents to the scientists' desktops at intervals based on publication frequency; some tables of contents arrive weekly while others arrive monthly or quarterly. Forty-six scientists from the departments of Biological Sciences, Chemistry, Geology, Mathematics, and Physics and Astronomy currently participate in the service, which began in January 1997.

As new books arrive, many libraries place them in a special location for a few weeks so library users can browse through them before they are interfiled in the book stacks. If faculty do not review new books on a regular basis, they may be unaware of new resources available in their teaching and research areas. To help faculty maintain an awareness of the library's holdings, the Bruno Library and the Rodgers Library make new book lists available to faculty each month. The business library maintains a six-month file of new books on their public network; new book lists are also posted at their website at: **http://www.cba.ua.edu/~bruno/bruno/acqlist.htm** The science and engineering library distributes lists of new books to faculty and graduate students each month through e-mail.

When researchers need materials not held by the libraries, they have traditionally requested these materials through interlibrary loan. The Bruno Library recently initiated a document delivery service to supplement interlibrary loan. Faculty and doctoral students in the Culverhouse College of Commerce and Business Administration who search the *UnCover* database via the World Wide Web can view the citations for over 7,000,000 articles published since 1988. Requests for desired documents may be sent to the business library, and if the material is not owned by the libraries, the business library will forward the request to the document vendor. Usually within 24 hours, the requested documents are faxed directly to the business library, and they are hand-delivered to the requestors' departmental mailboxes.

The advantages these services offer to faculty include convenience, timely access to published research, and access to library materials even when the library is closed. From the library's standpoint, these current awareness services for books and journals help to maximize use of the collection, which consumes an ever-increasing segment of the library's operating budget. In addition, these kinds of services help to recast the role of modern libraries as a vital partner in the dynamic process of academic teaching and research.

Linda G. Ackerson, science and engineering reference librarian

Librarians Develop Website for Business Reporters Seminar

Since 1994, the Culverhouse College of Commerce and Business Administration at The University of Alabama has presented a popular series of programs known as Business Reporters Seminars. The seminars are attended by members of the print and broadcast media from Alabama and the surrounding states. Along with invited guest speakers, faculty experts present sessions on important practical business topics, such as the regional economy, interpreting financial statements, real estate trends, teamwork, understanding the stock market, and the retailing outlook. Lee Pike, head of the Angelo Bruno Business Library, has also been a presenter at each of the seminars.

For the 1997 Business Reporters Seminar, Pike conducted two sessions titled "Sources of Information." In addition to hands-on instruction on selected commercial databases that provide access to company data and articles from the business press, the session focused on some of the many business resources available on the World Wide Web. A special website, complete with links to data-rich sites, was created especially for Business Reporters Seminar attendees by Pike and Karen Chapman, business reference librarian. The website was constructed to bring together links to other websites of particular interest to business reporters in the Southeast. By using the Business Reporters Seminar website as a starting place, reporters attending the session were able to view approximately one hundred examples of websites offering economic data, company information, and more.

The website received a highly favorable reception from reporters during the seminar; several reporters asked if it could be kept active so they could use it from their home bases. In response to the interest expressed, the site will remain functional indefinitely.

The home page of the website has a topical arrangement so the user can choose the type of information needed—regional information, company information, and business news, for example. The most useful websites on each page are indicated by small yellow stars. In each case, the name of the website is actually a link to connect the user directly to that site.

Because the session on information sources also covered commercial databases, there is a page on the website which lists and describes fourteen products that provide a wide array of financial data and company information or that access articles in the business press. While these products are not freely available over the World Wide Web, frequently they can be found in public or university libraries in the reporters' areas.

Lee Pike, head, Angelo Bruno Business Library

Key links of particular interest to seminar participants and, by extension, other business reporters from Alabama and surrounding states include:

- Alabama Public Companies
  http://www.cba.ua.edu/~bruno/bruno/repalpub.htm
  A list of Alabama-based public companies with links to their home pages.
- Angelo Bruno Business Library home page
  http://www.cba.ua.edu/~bruno/
  A good starting point for links of interest to persons studying the many topics which comprise the broad field of business.
- EDGAR Database (SEC)
  http://www.sec.gov/edgarhp.htm
  SEC filings of U.S. public companies' annual 10-K reports, quarterly reports, etc.
- Yahoo! Finance Company and Fund Index
  http://biz.yahoo.com/news/
  Excellent index to thousands of companies. Provides connections to business news stories on the company and links to the company's actual website.
- Statistical Resources on the Web
  http://www.lib.umich.edu/libhome/Documents.center/stecon.html
  Good listing of websites for domestic and foreign economic data.
- AJR/NewsLink
  http://www.newslink.org/
  Outstanding website for professional journalists with an incredible number of links to resources of interest to journalists.
- The address for the Business Reporters Seminar "Sources of Information" website is **http://www.cba.ua.edu/~bruno/bruno/busreptr.htm.**

Health Sciences Library Creates Website

The Health Sciences Library of the College of Community Health Sciences (CCHS) has a new website at **http://www.bama.ua.edu/~hslib**. The primary purpose of the website is to provide information about the library and its specialized collection and services. The website is also designed to link selected, reliable health resources on the World Wide Web to support the research and education goals of the College of Community Health Sciences and to provide valuable health resources to the community.

The home page offers a menu of topics: **About the Library**, **Collection**, **Location**, **Hours**, **Library Services**, **Library Staff**, ***MEDLINE* Access**, **Other Free NLM Databases**, **Grants - Publications**, **Medical Resources**, **Consumer Health Resources**, and **Online Tutorials**. **About the Library** offers information about the mission, history, collection, and arrangement of the Health Sciences Library. **Location** provides a link to a map and includes information about parking; **Hours** includes the library's hours of operation. **Library Staff** provides direct e-mail access to staff members. By clicking on **Collection**, users access information on the electronic databases offered in the Health Sciences Library.

Because the Health Sciences Library is an affiliate library of the University of Alabama library system, its services and policies may differ from those of the University libraries. Therefore, by clicking on **Library Services**, users can read important information about policies specific to the Health Sciences Library regarding circulation, the reserve collection, fines, interlibrary loans, photocopying, library orientation and instruction, and the fee-based computer search service.

MEDLINE, the world's premier biomedical database, is now offered free on the World Wide Web by the National Library of Medicine (NLM). From the library's home page, users can choose ***MEDLINE* Access** to go to one of the various alternative search modes offered by NLM. Members of CCHS may also link to *OVID MEDLINE*, which is offered in the Health Sciences Library. **Other Free NLM Databases** provides links to NLM specialized catalogs for books, audiovisuals, serials, and directories, as well as to *MeSH* (Medical Subject Headings) and several other databases such as *Aidsline*, *HealthStar*, *HistLine*, *GenBank*, various biomolecular databases from the National Center for Biotechnology Information, and images from the *History of Medicine*.

Clicking on **Medical Resources** from the home page menu opens a gateway to Internet health resources selected for their authority, currency, and relevancy to the CCHS program. This link offers a choice of medical search engines, recommended over the more general search engines, to search the World Wide Web for health related topics. The selected medical search engines and medical sites incorporate a peer review process and rating system to filter information in order to apply some qualitative standards to health information on the World Wide Web. For example, the search engine HealthAtoZ rates sites as appropriate for consumers or professionals. **Medical Resources** also includes links to electronic journals, medical texts, associations, and related Alabama sites. Rural medical sites will be completed in the near future. To assist members of CCHS in research and publication, **Grants - Publications** offers useful web resources such as instructions required for submissions to various professional publications. **Consumer Health Resources** is a selective list arranged by topic. Most of its sites include patient or consumer information.

Online Tutorial, which will address the specific computer literacy needs of the students, faculty, staff, and residents of CCHS, is still under construction. In addition, plans are underway to add sites for health statistics.

Comments and suggestions about the Health Sciences Library website can be directed to Helvi McCall at hmccall@capstone.cch.ua.edu or at 348-1364.

Helvi McCall, medical information services librarian, Health Sciences Library

Virtual Library Demonstration Targets K-12 Teachers

Three University of Alabama librarians—Barbara Dahlbach, Ellen Garrison, and Donna Hogan—participated in a demonstration of VINE, Alabama's **Virtual Information Network**. The demonstration, designed for the state's K-12 teachers, was held during the Alabama Education Technology Conference (AETC) this past summer in Birmingham.

(Continued on page 10) •

John C. Payne Special Collections Facility Opens at Law Library

The Law Library is pleased to announce the completion of the John C. Payne Special Collections facility. Located on the first floor of the Law Library, the Payne area occupies more than 3,500 square feet. Its components include a reading room; a curator's office; climate-controlled stacks for the library's collections of rare books, personal papers, and memorabilia; and a workroom. Designed by the Birmingham architectural firm of Birchfield, Penuel and Associates, the reading room features arched ceilings, a marble-floored entrance, and glass walls. The interiors of the reading room and curator's office were designed by Hatcher Design Associates of Birmingham.

"We wanted to preserve the light, open feeling which had always been one of the nicest features of the Law Library," said Interim Director Robert Marshall, "and the glass walls of our new construction carry out that purpose very well."

The facility is named in memory of Professor John C. Payne, a member of the faculty of the School of Law from 1947 to 1983. A nationally known authority on the law of real property, Professor Payne maintained a strong interest in the Law Library and was instrumental in acquiring many of the books that will be stored in the new stacks. In addition to collections of books and papers donated by former law professors such as John C. Payne and Jay Murphy, the Payne Special Collections will house the papers of former United States Senator Howell Heflin.

A formal opening of the new facility was hosted by the Law School on October 23, 1997.

Paul Pruitt, collection development/special collections librarian, Law Library

Gorgas Library Fourth Floor Renovation Completed

Since Gorgas Library was constructed in 1939, the way in which patrons use the building has changed dramatically. In September 1992, the Gorgas 2000 Committee was appointed to determine how space in Gorgas Library could be used most effectively to create an environment that would enhance delivery of services and information in traditional and non-traditional formats. Ease of access for all patrons, including those with disabilities, was an important aspect of the plan. With the assistance of Gary Justiss, an architect employed by Evan Terry and Associates of Birmingham, a master plan for reconfiguring space within Gorgas Library was developed. This plan has been used as a guidepost for modifications in the library.

Service points, which in recent years have become high activity areas, should be easily accessible to library users. The library master plan locates the service points on the first and second floors of the building, which frees space on the upper floors for study areas and offices. To open areas on the second

(Continued on page 8)

floor for patron service points, a decision was made early in 1996 to renovate the fourth floor in Gorgas Library and to move the Acquisitions and Catalog Departments from the second floor to the newly renovated fourth floor. This plan also included relocating the Collection Development Office from the third floor in Gorgas Library to the fourth floor. Librarians and staff were involved in planning for the construction and also for the purchase of equipment, redesign and installation of existing office panel systems, telecommunications needs, and data connections.

On July 10, 1997, an excited group of library faculty and staff moved into the beautifully renovated space. The fourth floor, which once housed the special collections library, has been transformed into office spaces for about thirty faculty and staff members with work areas for student assistants. In addition to office facilities, the renovation included space for internal library functions such as an acquisitions review room and a conference room. University Staff Architect Hugh Kilpatrick provided the design; the staff of the University Facilities Operations and Maintenance Department did the construction, which began in January 1997.

Plans are underway to move circulation, reserve, current periodicals, microforms, and music to a consolidated and easily accessible service point on the second floor. In conjunction with this move, space that will become available on the first floor will be used to provide a faculty computer lab, a library instruction lab, and additional computers for public use.

Harriet Deason, manager of fiscal affairs

Dedicated Volunteers Honored for Successful Campaign

Five years ago, a number of people agreed to serve on a steering committee that would lead the University libraries' capital campaign. Those individuals were chosen because of their commitment to The University of Alabama and their interest in libraries. All had demonstrated a spirit of volunteerism in their own communities through a rich variety of activities, including friends of local libraries, civic clubs, symphony guilds, and boards. Through their dedication and leadership, $3,481,133 has been raised for the University libraries to date. Committee members continue to solicit major gifts and will do so until the end of the capital campaign in January 1998.

Over the past five years, these volunteers have identified major gift prospects, arranged meetings, solicited gifts, and entertained alumni and friends. They have attended meetings, traveling to Tuscaloosa, Birmingham, Montgomery, Mobile, Huntsville, and Decatur. They have opened their boardrooms and their homes. They have assisted with events in the University libraries, most significantly with their support of the Two-Millionth Volume celebration. They have taken the story of the needs of the University libraries all over the state, and they have supported the libraries with their own resources. They have worked for the campaign as individuals, and together they have served as a team. Dr. Charles Osburn, dean of libraries, says of this committee, "These fine people have responded in a most dedicated way to the needs of the University of Alabama Libraries and this capital campaign. Time after time we have called upon them to help out; and under the leadership of John Josey, they have produced $3.5 million for us."

The University of Alabama Libraries will thank the members of the steering committee at a reception in the President's Mansion on December 11, 1997. Those being honored are: John Josey, chairman, Birmingham; Calvin Brown, Decatur; Johnny Dill, Florence; Conrad Fowler, Lanett; William Lanford, Tuscaloosa; Shirley McCrary, Mooresville; Doris McHugh, Huntsville; Joe McInnes, Montgomery; Kathryn Miree, Birmingham; Evie Mauldin, Florence; Wray Pearce, Birmingham; Holly Piper, St. Petersburg, Florida; Martha Rambo, Huntsville; Perry Relfe, Birmingham; Timothy Russell, Foley; Thomas Shumaker, Tuscaloosa; and Juanita Watson, Tuscaloosa. The committee has served with the help of national steering committee chairmen Tom Rast, Richard Anthony, and Michael Thompson.

Margaret Wilson, major gifts officer

Development Update

In April 1997 Reggie Hamner initiated a drive to enhance funding for the libraries' core collections. He wrote a letter to twenty-eight University of Alabama alumni and friends and asked that they each donate $10 to the library and that they, in turn, make the same request by writing to ten more people. This chain of events has led to $1,255 in gifts to fund core collections.

Hamner, an attorney in Montgomery and a past president of the National Alumni Association, has long been a friend of the University libraries. His efforts and the contributions of alumni and friends are greatly appreciated.

Margaret Wilson, major gifts officer

SURVEY *(Continued from page 1)*

Among the most intriguing and fundamental service questions, and one under constant review, is how many hours library facilities should be open and what those hours should be. As the libraries began considering hours for academic year 1997-98, several premises were acknowledged: -

- even though the University libraries are open nearly 100 hours per week, if given a choice, almost all libraries' customers would prefer that the facilities be open longer;
- given the libraries' limited financial resources, staying open longer hours would mean that the libraries would buy fewer books and journals, offer fewer information services, etc.

Therefore, the libraries needed to determine in a scientifically valid and reliable way

- whether current hours met the needs of the academic community;
- if hours were to be expanded by means of new funding, where within the week the expansion should take place; and
- the academic community's preference for spending additional funds on books, journals, and electronic databases, or on expanded hours.

The University libraries commissioned the University of Alabama Institute for Social Science Research (ISSR) to conduct a Capstone Poll of University students and faculty to obtain information about library utilization and preferences for extended library hours. The ISSR conducted a telephone survey of randomly selected undergraduate, graduate, and professional students, and faculty during April and May 1997. Selected interesting findings include:

- In response to the question "Using a scale from 1 to 5, where 1 means do not fit your needs and 5 means fit your needs, please rate in general how well the existing library hours fit your needs," 84.1% of students responded with either a 4 or a 5 (49% at 5), and only 4.1% responded with a 1 or 2. In addition, 87.2% of faculty responded with either a 4 or a 5;
- When asked which hours they would prefer if the libraries were to expand hours, 27.3% of students said their first choice was for the libraries to open at 11:00 a.m. on Sundays (currently libraries open at 1:00 p.m. on Sundays);
- When asked "Would you prefer available library funds be spent on additional hours or to purchase books, journals, and electronic services?," 71.4% of student respondents opted for books, journals, and electronic services rather than extended hours, as did 93.1% of faculty.

These highlights from the twenty pages of findings do not reflect variations in preferences between graduate and undergraduate students, those who live on campus and those residing at considerable distance, and those whose use is predominantly focused in one facility rather than another. The libraries will continue to sift the findings of the full report, soon to be available in the Gorgas Library collection, in the effort to determine the best configuration of hours to meet the needs of the University community. In addition, future assessments will be made to better allocate scarce resources to meet University needs.

James R. Kuhlman, dean of libraries for collections and information services

VIRTUAL LIBRARY

(Continued from page 4)

VINE is an expansion of an earlier virtual library prototype called Kudzu. Kudzu, developed for higher education and designed by a working group of the Network of Alabama Academic Libraries (NAAL), was demonstrated in spring 1997 to state legislators in Montgomery. VINE, developed to showcase electronic information for the AETC, includes resources that support learning for K-12 and two-year colleges. The network features electronic databases, full-text magazine articles, newspapers, and links to sites on the Internet designed for students and teachers. VINE was designed by T. Harmon Straiton from Auburn University Libraries with assistance from Sue Medina, director of NAAL.

The VINE demonstrations were made possible through the collaboration of businesses and educational institutions in the state. A room at the Birmingham-Jefferson Civic Center used for presenting the virtual library was specially wired and designed for these demonstrations. The Alabama Supercomputer Authority contributed network communications. Apple Computer, Inc. provided the Macintosh computers, fully equipped with software. Many vendors donated free searching time on their databases.

The volunteers demonstrating VINE represented eight Alabama institutions of higher learning. Each of the twenty-four librarians provided information on the project, demonstrated databases, and helped visitors navigate the network. In addition, they discussed the potential impact of the proposed statewide virtual library on education and encouraged teachers to talk with legislators about supporting the project.

More than 3,500 K-12 teachers, administrators, media specialists, and technology specialists attended the three-day conference. Vendors and presenters raised total attendance to nearly 4,000. VINE was demonstrated eleven hours each day for three days; it is estimated that nearly 1,000 people visited the virtual library. Participant evaluations praised both the concept of a virtual library for Alabama and the helpfulness of the demonstrators.

Through similar activities, faculty and staff of the University of Alabama Libraries will continue to seek opportunities to join with educators statewide in support of networked electronic information resources.

Donna R. Hogan, reference librarian, Gorgas Library

Libraries Welcome New Faculty

This fall, the University of Alabama Libraries welcomed two new faculty members.

Evelyn Ortiz Smykla is a business reference librarian at the Angelo Bruno Business Library. Smykla received the M.L.S. from The University of Alabama and most recently worked as public relations and programming officer at the North Shelby County Library in Birmingham.

Angela Wright joined the University of Alabama Libraries as head of the Interlibrary Loan Department. Wright received the M.L.S. from the University of Maryland. She previously worked as a library media specialist at E.B. Erwin High School in Birmingham.

Voni B. Wyatt, personnel specialist

Library Horizons: A Newsletter of the University of Alabama Libraries is an official newsletter of the University community. Comments and suggestions are invited. Direct comments to Kate Ragsdale, Editor, Library Horizons, The University of Alabama, Gorgas Library, Box 870266, Tuscaloosa, Alabama 35487-0266.

Library Horizons is published twice during the academic year.

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GEORGETOWN UNIVERSITY

GEORGETOWN UNIVERSITY FACULTY/LIBRARY NEWSLETTER

APRIL 1998 ◆ NEWSLETTER #30

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LAUINGER LIBRARY DONORS CELEBRATED

On September 21, Georgetown President Leo O'Donovan, S.J., and University Librarian Susan K. Martin hosted members of the Lauinger family at a Mass and brunch in celebration of their gift of a million dollars to the Library. The five Lauinger siblings presented the Library with Joseph Mark Lauinger's (C'67) medals from Vietnam, together with the moving account of his heroism in the battle that cost him his life. The medals and commendation will be displayed with the picture of their brother, for whom the Library is named.

A Benefactors Wall, made possible through a gift from Mr. Edward Anthony Kerbs (C'73) in memory of his brother, Stephen Richard Kerbs (B'67), has been installed in the lobby of Lauinger Library. The names of donors who have shown great generosity through gifts exceeding one million dollars in value have been engraved in Botticino marble by the noted engraver, Ann Hawkins.

Donors celebrated on the Benefactors Wall now include:

- E. Francis Riggs (1891). Funds to furnish and equip the Riggs Memorial Library.
- Genevieve Garvan Brady (1934). Donation of literary manuscripts and first editions, most notably the manuscript of *The Adventures of Tom Sawyer*.
- The Lauinger Family (1970). Funds for the construction of the Lauinger Library and an endowment (1996) to support the Library's preservation efforts and to develop collections reflecting the Catholic magisterium.
- George H. O'Connor, Jr. (1994). Discretionary endowment fund to support the Library.
- Arnold M. Rosenthal (1996). Bequest for creative and non-recurring non-budgetary programs.
- Leon F. Robbin (1997). Donation of The Leon Robbin Collection of Musical Manuscripts and Letters of Composers and an endowment fund to support its preservation.

Private support of alumni and friends is an invaluable supplement to University funding and is very much appreciated.

RECOMMENDING PURCHASES ONLINE

The Library welcomes your online requests for book, periodical, video, or CD-ROM purchases.

- To place materials requests via the Web, please use the form provided at <http://gulib.lausun.georgetown.edu/dept/acq/order/order.htm>.
- To place requests via GEORGE, choose "L" (Library information) from the main menu. Next, type "A" for "Additional items the Library should acquire" and follow the prompts. If you wish to be notified when the title you've requested arrives, please enter your name and library barcode number (found on the back of your ID card) at the prompts.

Your library liaison might also contact you about your request.

SURVEY SUPPORTS COFFEE BAR PROPOSAL

Lattes in Lauinger, Caffeine and Academia, A Coffee Oasis Amid a Desert of Books, Get a Thermos Instead, and *Lauinger Eyes Coffee* are a sampling of article headlines from campus newspapers about a proposal for installing a coffee bar in the Lauinger Library. The Library first considered the idea because students and other researchers have regularly requested that beverages be made available in the Library. They would rather study without disruption over a cup of coffee than pack their bags and leave the Library to purchase a drink. The idea of a coffee bar in a library is not unique to Georgetown. In fact, two local universities (Catholic University of America and George Mason University) as well as numerous other universities (Duke, Johns Hopkins, and Columbia, to name a few) have installed similar services.

The topic is one, we have now learned, that evokes decidedly strong opinions. In an effort to ascertain opinions around campus, the Library discussed the idea with numerous groups, including the Executive Faculty Steering Committee, the Main Campus Caucus of the Faculty Senate, the Georgetown University Student Association, the Main Campus Library Committee, and the Library Advisory Council. All groups felt this was an idea worth pursuing. In addition, the Library surveyed more than 1000 Library users on the topic. Overall, 77% of respondents favored the installation of a coffee bar in the Library. 61% favored the second-floor reading room as the location, while 39% favored using the Pierce Reading Room.

In the Fall of 1997, the Library engaged in a discussion with the Students of Georgetown (the Corp.) about the feasibility of their running such a service. When it became clear that Library users preferred a beverage service in the second-floor lounge rather than in the Pierce Reading Room, the Corp. was no longer interested. After the withdrawal of the Corp., the Library began discussions with Auxiliary Services. The current proposal is to place beverage (not food) vending machines in the second-floor lounge (overlooking Prospect Street) for a trial period of six months to one year. This will provide the Library with an opportunity to study the impact of providing beverages on facilities, services, and noise. In addition, this trial will provide sales statistics that will help determine whether Lauinger could support a permanent coffee bar or moveable coffee cart in the building. The Library hopes to reach a firm agreement with Auxiliary Services by the end of April.

I. Do you support the proposal of a coffee bar in Lauinger Library?

	In Favor	Opposed
Undergraduates (672 respondents)	76%	24%
Graduates (213 respondents)	84%	16%
Faculty (34 respondents)	59%	41%
Staff (53 respondents)	66%	34%
Others (76 respondents)	83%	17%
Total (1048 respondents)	**77% in favor**	**23% opposed**

II. Which location is best suited to house a coffee bar—Pierce Reading Room or second-floor lounge?

	In Favor	Opposed
Undergraduates (583 respondents)	63% second floor	37% Pierce
Graduates (182 respondents)	56% second floor	44% Pierce
Faculty (23 respondents)	65% second floor	35% Pierce
Staff (40 respondents)	57% second floor	43% Pierce
Others (67 respondents)	60% second floor	40% Pierce
Total (895 respondents)	**61% second floor**	**39% Pierce**

PERIODICAL SHIFT NEARS COMPLETION

Anyone using the bound periodical collection on the second floor of Lauinger Library recently has noticed an unusual number of signs and, dare we admit it, a certain lack of order for some of the titles on the shelves. However, the confusion was all for a good cause. The Library is nearing the end of a two-part project to 1) shift the bound periodicals into shelving installed this past summer and 2) ensure that each periodical can be found by its title as listed in GEORGE, the online catalog. Unfortunately, changes in cataloging rules have resulted in listings for some periodicals in GEORGE under a title that is different from the title on the spine of the bound periodical. The project thus far has relabeled the spine information for 11,863 volumes from 608 titles. Many were formerly arranged by the name of the corporate author followed by a generic title such as "journal" or "review." For example, the *Journal of the Royal Statistical Society* was formerly filed under *Royal Statistical Society. Journal.* but is now filed under *Journal of the Royal Statistical Society.* In addition to shifting the bound periodicals, 8,268 periodical volumes brought over from the Science Library have been incorporated into the Lauinger periodical collection. The new arrangement is expected to give the Library about seven to eight years of growth for periodicals on the second floor.

New filing order

Since the project already required shifting the entire periodical collection, the Library decided to update its rules for alphabetizing periodicals, making them easier to find and reflective of recent international filing standards. There are two major changes in the way we formerly shelved periodical titles. First, acronyms, abbreviations, and initialisms are now filed as words. Therefore, NATO, UNICEF, and ASEAN file as words, as do A.U.M.L.A. and U.N. Previously these would all have been filed at the beginning of a letter (e.g., *ASEAN* before *Aardvark*). The one exception is personal name abbreviations: each letter is treated as a word, to be filed at the beginning of the the first letter. Thus, *T. S. Eliot Review* would file at the beginning of the T's. Second, punctuation (periods, hyphens, asterisks, etc.) will be ignored. For instance, Afro-American would become Afroamerican for filing purposes. A guide, "Shelving Order Rules for Periodicals," is posted throughout the second floor to remind users of the new shelving order.

LASER PRINTERS INSTALLED

Networked laser printers replaced the draft printers in Lauinger Library on Monday, March 16, 1998. The draft printers that were attached to each computer are not capable of printing many of the full-text and web-based information resources that have increasingly become the norm. Over Spring Break, new laser printers were installed in Reference, Government Documents, and the Picchi Electronic Information Resource Center that can print all the resources the Library makes available. As with photocopies, you will need a Library copy card to pay the $0.10 charged for each page printed. Instructions on how to use the print stations are posted near the print station computers. Some draft printers will continue to be available to print citations from GEORGE, the online catalog, at no cost.

RESEARCH ASSISTANT: COMPUTERIZED TUTORIAL TEACHES RESEARCH SKILLS

The research process can be daunting. Many students need a guide to help them find their way from topic selection to the final draft of a paper. ***Research Assistant***, a computer-based tutorial, is designed to be that guide. Students may follow each of the ten steps outlined in the program or look only at the ones that seem most helpful or relevant. The goal of ***Research Assistant*** is to help students make effective use of the library. Students are presented with instruction on the use of specific tools including encyclopedias, bibliographies, catalogs, Library of Congress Subject Headings, and periodical indexes and on finding supporting evidence such as quotations or statistics. One of its useful features is a personal planner that allows a student to create a schedule for completing the research and writing process. Students may complete worksheets related to each section to reinforce the concepts presented.

Research Assistant is available on any Windows-based computer in Lauinger as a choice under "Research Helpers."

PROFESSIONAL CONTRIBUTIONS OF GEORGETOWN LIBRARIANS

Librarians contribute to their profession in more ways than may be evident in the library. Here are some examples of how Georgetown University librarians contributed beyond their day-to-day responsibilities during the past year.

Jennifer Boettcher, Business Reference Librarian

Publications:

"NAICS Pit: Don't Get Bitten When SIC Codes Are Retired." Proceedings of the Thirteenth National Online Meeting. Medford, NJ: Learned Information, 1997. 51-57.

Presentations:

"Changing Initials: SIC Becomes NAICS. What's It All About?" Presentation at Special Libraries Association-Texas conference. February 16, 1998. San Antonio, TX.

"NAICS Pit: Don't Get Bitten When SIC Codes Are Retired." Presentation at the National Online Meeting. May 1997. New York, NY.

Ambler, Carol, Jennifer Boettcher, and Margot Diltz. "SIC Transit, Hello NAICS! Creating New Pathways to Industrial Classification." 5th Annual CARL Conference. September 19, 1997. Oakland, CA.

Joan Cheverie, Government Documents Department Head

Publications:

"Access to and Services for U.S. Federal Information in the Networked Environment." New Review of Information Networking 3 (December 1997): 43-57.

Cheverie, Joan F., and Judith F. Trump. "Current Awareness on Information Issues from the European Union." Journal of Academic Librarianship 23 (September 1997): 404-405.

"Access to and Services for Government Information in the Networked Environment." White paper for the Coalition for Networked Information.

Access to and Services for Federal Information in the Networked Environment. Washington, DC: Coalition for Networked Information, 1998.

Editor of "Government Information Collections in the Networked Environment: New Issues and Models." Special issue of Collection Management 23 (1998).

Presentations:

"Federal Information in the Networked Environment." Presentation at the Yuri Nakota Lecture on Government Information. April 1997. Chicago, IL.

"Government Information in the Networked Environment: New Issues for Access and Services." Presentation at the 1997 GPO Federal Depository Users' Conference. April 1997. Arlington, VA.

"Title 44: Public Access to Federal Government Information." Presentation at the Association of Public Data Users (APDU) Annual Conference. October 1997. Washington, DC.

"Access to and Services for Federal Information in the Networked Environment." Presentation at the Coalition for Networked Information Task Force Meeting. April 1997. Arlington, VA.

"New Services for Federal Information in the Networked Environment." Presentation at the CAUSE/CNI Northeast Regional Conference. May 1997. Newark, DE.

Testimony:

U. S. Congress. Senate Committee on Rules and Administration. "Title 44, U.S. Code: Proposals for Revision." May 1997.

PROFESSIONAL CONTRIBUTIONS OF GEORGETOWN LIBRARIANS

Joan Cheverie, Government Documents Department Head (continued)

Teaching:
Adjunct Professor, Government Information class in the School of Library and Information Science, Catholic University of America.

Mark Jacobs, Assistant University Librarian for Access and Public Services
Presentations:
Everhart, Deborah, and Mark Jacobs. "Creating and Maintaining a Successful CWIS." Pre-conference seminar at the CAUSE Annual Conference. December 1997.

Everhart, Deborah, Mark Jacobs, and Pete Menahan. "Creating and Maintaining a Successful CWIS." Pre-conference seminar at the EDUCOM Annual Conference. October 1997.

Jacobs, Mark, and Theresa Liedtka. "Electronic Reserves at Georgetown University." Poster session at the American Library Association Annual Conference. July 1997.

Theresa Liedtka, Planning and Research Librarian
Presentation:
Jacobs, Mark, and Theresa Liedtka. "Electronic Reserves at Georgetown University." Poster session at the American Library Association Annual Conference. July 1997.

David Marshall, Acquisitions Department Head
Publications:
Book and Serial Vendors for Asia and the Pacific: Results of a Survey of ARL Libraries, available at <http://www.ala.org/alcts/publications/asia/tp.html>.

Leiserson, Anna Belle, with sidebars by Eleanor Cook, Peter Brading, and David L. Marshall. "AcqWeb: Book-Buying in the Age of the Internet." Library Hi Tech 59-60 (1997): 38-44.

Susan Martin, University Librarian
Publications:
"Visions: Clinging to 'Status': The Attitude of Librarians to the Non-MLS Staff." Journal of Academic Librarianship 23 (May 1997): 222.

Louis Reith, Rare Books Cataloger
Publication:
Twenty-year award from ABC-CLIO for writing abstracts of articles from Zeitschrift fuer Kirchengeschichte; Blaetter fuer Deutsche Landesgeschichte; Sixteenth Century Bibliography; and Cithara for inclusion in *Historical Abstracts.*

Book reviews for Church History and for the Sixteenth Century Review.

Jon Reynolds, University Archivist
Presentation:
"A Good Database Manager Is a Joy Forever." Presentation at the Mid-Atlantic Regional Archivists' Conference. November 1997. Wilmington, DE.

Nicholas Scheetz, Manuscripts Librarian
Presentation:
"Rare Books and Manuscripts in the Georgetown University Collection." Presentation at The Metropolitan Club. January 13, 1998. Washington, D.C.

Judith F. Trump, Government Documents Reference Librarian
Publication:
Cheverie, Joan F., and Judith F. Trump. "Current Awareness on Information Issues from the European Union." Journal of Academic Librarianship 23 (September 1997): 404-405.

GIFT ADDS IMPORTANT EDITIONS ON THE MIDDLE EAST

Jennifer Owen Murphy presented Lauinger Library with a collection of books on the Middle East formed by her father, Garry Grant Owen. Mr. Owen, who served in Saudi Arabia from 1934 until 1958, was vice president for governmental relations of Aramco.

The collection, over 100 volumes in all, provides important additions to Georgetown's collections. It includes such works as Sir H. J. Brydges's *An Account of the Transactions of His Majesty's Mission to the Court of Persia* (London, 1834); Sir Richard Burton's *Personal Narrative of a Pilgrimage to El-Medinah and Meccah* (London, 1856); Howard Carter and A. C. Mace's *The Tomb of TutankhAmen* (London, 1927-33); Carsten Niebuhr's *Travels through Arabia and Other Countries in the East* (Belfast, 1792); and the complete six-volume work on northern Arabia by Czech explorer and scholar Alois Musil, published 1926-28.

GEORGETOWN UNIVERSITY
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The Georgetown University Library/Faculty Newsletter is issued periodically during the academic year. It is distributed to all Main Campus faculty, members of the Association of Research Libraries, and selected others.

If you have any comments, suggestions, or compliments about the newsletter, please contact the editor:

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PLANNING FOR THE NEW MILLENNIUM

The Library is embarking on the creation of its third strategic plan. The strategic planning process challenges the Library to identify initiatives that will maintain quality during a time of dynamic technology, rising costs, and institutional change. The three-year plan (July 1998-June 2001) will be a working document to guide future activities and yet permit us to remain responsive to changes and new challenges.

The planning process will be guided by a Strategic Plan Steering Committee that includes Peter Brennan (Audio-Visual Learning Resource Center), Sandra Hussey (Reference), Theresa Liedtka (Library Administration), Deborah Rinn (Science Library), Richard Ross (Collections Management and Organization), and Judy Trump (Government Documents).

Library staff, students, and faculty will participate in a day-and-a-half retreat to analyze and discuss the Library's current mission statement, draft strategic planning goals, and create a Library vision statement that will help us define objectives and plan activities to meet our goals. Maureen Sullivan, President of the Association of College and Research Libraries, will lead attendees in brainstorming sessions and small-group discussions.

The strategic planning process calls for the participation of all library staff members in various degrees. Subsequent steps in the planning process include: conducting an environmental scan, determining our strengths and weaknesses, forming task forces to develop objectives and actions to accompany each planning goal; asking library departments to discuss and develop action items to accompany each planning goal; and finally, discussing the process and its outcomes with all library staff. If you would like to learn more about the strategic plan or the planning process, or if you have ideas or suggestions for consideration in the planning process, please contact Theresa Liedkta, Chair of the Strategic Plan Steering Committee.

PLANNING
FOR
2000

GEORGETOWN UNIVERSITY
FACULTY/LIBRARY
NEWSLETTER

INDIANA UNIVERSITY

Indiana
University
Bloomington
Libraries

ANNUAL REPORT

1996–97

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INDIANA UNIVERSITY

Dear Friend:

Having recently completed my first year as dean, I now fully share the pride so many of you feel for the Indiana University Libraries. We have much to celebrate.

This annual report documents a number of our achievements, and foremost among them is the way in which we support IU students and faculty. The individuals described in the following pages represent the kinds of people you can find in the IU Libraries every day, at nearly every hour. They rely on us to provide information, to answer questions, and to anticipate needs. We take these responsibilities very seriously.

Consider one example of our commitment: the records for most of our collections will soon be accessible through the World Wide Web. This mammoth undertaking will benefit researchers at every level; like so many of our achievements, it demonstrates that the IU Libraries are serving by *leading*.

Your interest in the Indiana University Libraries is critical to our success, and we are grateful for your support. There is indeed much to celebrate—but still more to accomplish. Next year already promises great things.

Suzanne E. Thorin
University Dean of University Libraries

By May 1997, monthly uses of the Variations player topped 13,400.

From bebop to baroque, music is now a digital medium. A few keystrokes, the click of a mouse, and students in the William and Gayle Cook Music Library can hear the music of artists ranging from George Frideric Handel to Dizzy Gillespie. This year alone librarians have digitized more than 1,000 sound recordings.

No more waiting for tapes or being limited to two items at the circulation desk. "I can select all kinds of different music without moving from my computer," says Rohit Menezes, an IU music education student. "It's like a CD player. The sound is clear, and there's a very high quality." Not only is the high sound quality a bonus—Rohit's grade depends on it. Music professors sometimes test students by altering the musical notation in scores. "We listen to the music and have to mark up the wrong notes," Rohit says, shrugging. Is it difficult? Rohit hesitates, and allows only a grin. "It's interesting."

This innovative program, known as the Variations project, marks the national introduction of digitized music distributed over a computer network. It's also a stepping stone for the university-wide Digital Library Program. This collaboration is making important collections of the Indiana University Libraries—from music to literature to historic documents—available by computer.

The Black Culture Center, officially renamed the African American Cultural Center in the fall of 1997, will have a new home.

Grace Jackson-Brown has reason to smile. For years she oversaw a library that began in a single room in a converted sorority house. Now the library occupies eight former dorm rooms. Soon, however, she'll head a new library in a new building. "We're ecstatic!" she says. In early 1997, the Indiana State Legislature approved funding for a complex that will include the African American Cultural Center, which Grace's library supports.

Life was cramped in the renovated sorority house. The circulation desk filled the center of the room. Only two computers offered access to IUCAT, the library's electronic cataloging system. A conference table provided the only study space. "It was pretty much *group* study," Grace admits, chuckling.

No wonder she can hardly wait to move to the new library. "We've begun to plan the interior, which will have computer clusters, community areas overlooking the Jordan River, and private study rooms for individuals and groups," she says. All in all, it will be a nice place to call home. Finally.

Grace Jackson-Brown will say goodbye to the library now occupying a former dorm room. Groundbreaking for the Neal-Marshall Education Center, which will house the new African American Cultural Library, is scheduled for the fall of 1998. Construction will take about three years.

SUPPORT

Support to higher education as a percentage of the overall budget of the State of Indiana is shrinking. The University Libraries, which depend on allocations from the Bloomington campus, recognize the value of building an extensive network of external support from corporations, foundations, and the government. The examples below illustrate the diversity and value of that support in the past fiscal year.

- Walden University endowed the IUB Libraries' first librarian position.

- The addition of two U.S. Department of Education Title VI funded programs on campus, India Studies and the Center for the Study of Global Change, enabled the Libraries to add to its collections in these areas. Resources will increase the research capabilities of students and professors in these newly recognized programs.

- Ruth Adomeit bequeathed to the Lilly Library her collection of approximately 16,000 miniature books and manuscripts, valued in excess of $1 million, and established an endowment to ensure their proper care.

- The Preservation Department partnered with the Archives of Traditional Music to win the support of the Indiana Humanities Council. A $2,500 grant from that organization provided for the preservation and access of the Hoagie Carmichael collection.

- Undergraduate Library Services received $30,000 from the IU Parents Fund to expand the Career Reference Area in the Undergraduate Library. The funds purchased three computers, software on topics such as resume writing, and Web access to career-related reference materials. The gift also increased the area's print collection.

- Friends groups continue to support campus libraries by hosting special events and generously volunteering their time. Friends of the Lilly Library include 254 individual, corporate, and institution members. The annual Friends of Art Fine Arts Library Benefit dinner raised $2,700. The Friends of Wylie House Museum contributed $3,520 to benefit the museum.

- The School of Health, Physical Education, and Recreation (HPER) Library received $500 from HPER's Run for the Endzone and nearly $1,400 from its annual auction.

- The McNutt Library, one of the Halls of Residence Libraries, received $5,000 from the Campus Community Council to purchase a multimedia computer and CD-ROMs.

- More than 3,200 donors generously contributed $377,013 to the Indiana University Bloomington Libraries.

Challenges and Opportunities Ahead

- All modern libraries must balance traditional roles with changing expectations. The Indiana University Libraries are no exception: our collections of books and serials continue to grow, even as the availability of digital and electronic information transforms scholarly research. Meeting the information needs of our users in the most efficient way possible will remain our top priority.

- Space restrictions and aging facilities impair the Libraries' ability to serve students and faculty. The IUB Libraries are committed to addressing these needs in thoughtful and creative ways.

- Technology offers extraordinary potential. We will expand our computer infrastructure and electronic resources, train our staff to be leaders in the use of technology, and transfer this knowledge to students and faculty.

- The Endowment Campaign for Indiana University Bloomington continues as a campus priority, and the IUB Libraries will work aggressively to build our endowment for the immediate and future benefit of students and faculty.

TEXAS TECH UNIVERSITY

ACCESS

Newsletter of the Texas Tech University Libraries
Volume 12, Number 1 Fall 1998

Opera Star Debuts Performing Arts Collection

Soprano Mary Jane Johnson, who has performed with such opera luminaries as Luciano Pavarotti and Placido Domingo, will relate stories of her opera experiences and will perform some of her favorite selections Nov. 5 at the Southwest Collection/ Special Collections Library.

"Backstage at the Opera: An Evening with Mary Jane Johnson" will highlight a remarkable career that has taken her from her hometown of Pampa to Texas Tech University to the world's greatest opera stages. The evening program will also provide the occasion to open an exhibit of Johnson memorabilia and to announce a new Southwest Collection emphasis in the region's performing arts.

The black tie optional evening, sponsored by the Friends of the University Library/Southwest Collection, will begin with a 7 p.m. reception in the Formby Room. The reception will feature heavy hors d'oeurves. The program will follow at 8 p.m. in the Holden Reading Room. Displays of Johnson materials, on loan to the Southwest Collection, will be exhibited throughout the Southwest Collection/Special Collections Library.

Tickets are available for $20 for Friends members and $35 for the public. Members of the general

Basement Renovations Completed

Patrons found a newly renovated basement at the Texas Tech University Library along with a taste of future innovations as the fall semester began.

The opening of the renovated basement represents the completion of the first phase of a three-year, $17.4 million renovation project for all public areas of the University Library. The overall renovation is scheduled for completion in August 2000.

The basement is now home to Current Periodicals and Microforms as well as Government Documents and Maps. Each of these areas offers patrons a service counter staffed all hours the library is open.

After the total renovation is complete, approximately 50 percent of the study tables throughout the library will be wired with Internet access for laptop computers, enabling students to electronically download fulltext materials.

"The renovated basement features study tables equipped with network connections for laptop computers, comfortable seating in a student lounge area and new PC workstations replacing catalog terminals," said Associate Dean of Libraries Douglas Birdsall.

Additional features to the renovated basement include two photocopy rooms, reader-printers for microforms, a workstation to convert microform information into digital output, a Geographical Information Systems (GIS) workstation, patent and trademark workstations, public telephones and restrooms. Government Documents are also stored on new, compact shelving units that are equipped with electronic safety features sensitive to motion and light.

The second phase of the renovation project, which encompasses the main floor and 5th stack level, began in June. Phase two includes virtually all main floor public and staff areas. The Circulation, Interlibrary Loan and Reference Departments have moved to temporary locations throughout the library.

The Croslin Room, at the entrance to the library, will temporarily house the Circulation Department. The Interlibrary Loan Department also will operate on the main floor, but in non-public areas. The Reference Department and public PC stations are located on the 2nd floor. The Reserve Desk and the offices of librarians have moved to the 3rd floor.

Because of renovations to the 5th stack level, some library materials have been temporarily located in the Southwest Collection/Special Collections Library. This material consists of bound periodicals in the call number ranges SF through Z for years prior to 1995. Bound periodicals from 1995 to the present in the same call number ranges are located in Current Periodicals.

Additionally, the 5th stack level will feature new carpeting, compact shelving, four group study rooms, laptop computer network links at study tables and restrooms. Renovation updates may be found on the library's web page at http://www.lib.ttu.edu

Opera Star

(Continued from page 1)

public wishing to buy tickets at the Friends price may do so with the purchase of an annual $30 Friends membership. Tickets must be purchased by Oct. 30 by calling the Friends office at (806) 742-3685 for credit card purchases or by sending a check to Friends, Texas Tech University Library, Box 41041, Lubbock, Texas 79409-1041.

Johnson's career highlights include the role of Emilia Marty in Janacek's *The Makropoulos Case*, at the Metropolitan Opera in New York. She has sung the part of Lady Macbeth in Verdi's *Macbeth* as well as Katarina Ismailova in Schostakovitch's *Lady Macbeth of Mtsensk*, both performed at the Opera Bastille of Paris. She has also performed the Shostakovitch as well as Minnie in Puccini's *La Fanciulla del West*, and Strauss' *Salome* at the Teatro alla Scala in Milan.

She has appeared with additional opera companies including the Teatro Colon in Buenos Aires, Argentina; the Teatro Municipal in Santiago, Chile; the San Francisco; Netherlands; Washington; Pittsburgh and Montreal Operas; the Lyric Opera of Chicago; and the Houston Grand Opera.

Johnson has appeared with Pavarotti in a televised performance with the Opera Company of Philadelphia where she played Musetta in Puccini's *La Boheme*. Additional televised appearances include the Pavarotti Plus Gala televised live from Lincoln Center and the CBS "Sunday Morning" show with Charles Kuralt.

Johnson currently is an Artist in Residence at Texas Tech and an Amarillo resident. She is considered one of the great contemporary dramatic sopranos and premiere opera interpreters. Her performance highlights a new focus on collecting performing arts materials by the Southwest Collection/Special Collections Library.

Libraries Partner with ARL Coalition

In response to steadily increasing costs of library materials, especially journals, the University Libraries are partnering with a new Association of Research Libraries coalition to foster expanded competition in scholarly communications.

The goal, according to Libraries Dean E. Dale Cluff, is to enable the scholarly community to establish reduced-cost science journals.

The Texas Tech Libraries became a charter member of ARL's newly formed Scholarly Publishing and Academic Resources Coalition (SPARC), in an effort to create a more competitive marketplace for research information, Cluff said.

The crux of the scholarly publishing debate is rooted in the current system, where faculty members submit their research to publishers who generally require the transfer of the author's copyrights. Publishers then sell the materials back to the academic community through subscriptions purchased by libraries. Science, technology, medicine and law journals, in particular, are being consolidated into a few, large commercial companies.

SPARC was formed in June of 1998 to reduce journal costs and improve access by implementing the use of new, innovative technologies. The coalition currently has 107 member libraries and the purchasing power of nearly $500 million.

The academic library community has been monitoring the spiraling costs of academic research information while also implementing a variety of strategies to contain costs and maintain access, Cluff said.

The Texas Tech Libraries, for example, have canceled serial titles in an effort to balance the budget. But they also have increased shared resources and collective purchasing agreements to extend purchasing power.

Unfortunately, Cluff said, these strategies have not had a significant impact on reducing the overall costs of resources.

According to ARL statistics published in June, materials budgets have increased during the past decade at almost 7 percent annually, but they have not been able to keep pace with the 12 percent annual increase in the average price of science journals.

Before joining SPARC as a charter member, the Texas Tech Libraries have been involved in several successful approaches to extend purchasing power. Some of the ongoing attempts include involvement in consortium agreements representing up to 40 university libraries at the local and national levels. Additional electronic information sharing systems, such as the information provided by the TexShare database, have helped as well.

Subject librarians are involved in efforts to make resources more efficient and effective by evaluating faculty needs through a liaison program, which involves making subscriptions decisions without duplicating materials, Cluff said.

Still, the high prices and annual increases charged by some major scientific publishers have forced the Texas Tech University Libraries and libraries nationwide to cancel thousands of journal subscriptions, resulting in publishers raising prices even higher to reduce the loss.

The American Chemical Society (ACS), a non-profit scientific society composed of more than 155,000 chemist and chemical engineer members, represents the first scientific publisher to collaborate with SPARC. They plan to publish at least one new scientific journal each year for the next three years. The society will distribute research results more quickly and at significantly reduced costs. Publications of the ACS, which currently include 26 peer-reviewed research journals, are generally higher quality and more heavily cited by researchers. They also are considered among the more reasonably priced scientific journals. Negotiations currently are underway with several other publishers.

SPARC library members will help provide market acceptance of the new scientific journals by endorsing the project and ensuring purchase of the new ACS publications.

Increasingly, library and academic administrators have come to realize that the impact of spiraling costs cannot be solved by strategies independently pursued by libraries. Thus, the decision to impact publishing changes through the partnering with SPARC is viewed as a viable option for developing new models of publication and distribution, Cluff said.

President Welcomes Library Staff at Junction Retreat

University President Donald R. Haragan told 35 library staff members at the University Libraries strategic planning retreat in Junction, Aug. 20-22, that he was optimistic about potential funding opportunities for the libraries in the upcoming legislative session.

Because of a projected $3.7 billion surplus, Haragan said Texas Tech could make significant gains towards its goal of becoming a Tier I research institution.

Becoming a top research institution requires expanded library resources, he said.

Texas Tech's status as an Association of Research Libraries (ARL) member is a significant step to becoming a Carnegie I research institution, he said. All Carnegie I research institutions are members of ARL.

During his presentation, Haragan reviewed with library staff members a set of strategic initiatives for the university.

"Today," Haragan said, "the emphasis has shifted to information and the technology required to produce and communicate that information. Rather than finished goods, the primary commodities of the 21st century will be knowledge, ideas and information."

"Increasingly," he said, "the value of our intellectual property equals or exceeds the value of our real or personal property."

Haragan emphasized strategic goals and initiatives that include enhancing library collections and equipping classrooms and laboratories with state-of-the-art computing and video technology.

"We must provide, once again, adequate resources for libraries, information technology, graduate research laboratories, both facilities and equipment, and distance education and develop a high performance computing network which will provide a sophisticated computing, visualization and information environment for faculty, staff and students," Haragan said.

Haragan identified six major academic programs with the greatest potential for the university to develop a significant research reputation. The areas are: environmental and human health; wind science and engineering; cotton and textiles; material science; plant biotechnology; and pulsed power and high-powered switching.

Other programs which, Haragan said, provide significant opportunities for Texas Tech are: Early childhood education and family studies, international business, K-12 education, space science and fine arts.

ACCESS

ACCESS is published semiannually by the Texas Tech University Libraries for the purpose of informing the University community and Friends of the University Library/Southwest Collection about the libraries and their expanding resources and services, staff changes and contributions, programs and other pertinent issues relating to the field of information science. Address comments and suggestions about ACCESS to Jennifer LeNoir, Editor, Office of Development and External Relations, Texas Tech University Libraries, Lubbock, Texas 79409-1041, or call (806) 742-1348.

Book Club Headquartered in Library

The Book Club of Texas, an organization dedicated to preserving the art of fine bookmaking, has moved its headquarters to the Southwest Collection/Special Collections Library.

Associate Libraries Dean William E. Tydeman said the Southwest Collection/Special Collections Library is the right home for the Book Club of Texas because of its national reputation as the repository for materials documenting Southwest history.

"The purpose of the Book Club of Texas is to publish books that typify the best standard of bookmaking in regard to subject matter, printing, binding and typographical design," Tydeman said.

Established in 1929 by Stanley Marcus, the club ceased operations in 1941, but a group of Texas book lovers revived the club in 1988. Since then, the club has reprinted eight noteworthy books.

Texas Book Club President and Friends of the University Library/Southwest Collection board member Robert Moore said the Book Club of Texas supports the goals originally established in 1929. The goals are: To promote excellence in bookmaking by publishing books designed and produced by notable printers, working with texts of lasting historical and literary merit; to encourage fellowship among bibliophiles with appropriate public programs; and to educate a wider audience about books and bookmaking by sponsoring lectures and exhibitions around the state.

The books, which are now avidly sought by collectors, include: ***Buffalo Guns & Barbed Wire***, $150, by Don Hampton Biggers; ***My First Thirty Years***, $95, by Gertrude Beasley; ***The Grands***, $55, by Carolyn Osborne; ***Recollections of Western Texas***, $75, by John and William Wright; ***Flags Along the Coast***, $200, by Jack Jackson; ***Afoot and Alone: A Walk from Sea to Sea by the Southern Route***, $165, by Stephen Powers; ***Joy to the World***, $42.50, by A.C. Greene; and ***Shooting the Sun: Cartographic***

Book Club

(Continued from page 3)

Results of Military Activities in Texas, 1689-1829, $375, by Jack Jackson.

The $35 annual Book Club of Texas membership allows members to purchase all or none of the books offered and to attend the club's programs. Additionally, an annual keepsake or broadside is sent to each member at no charge.

Book lovers are encouraged to join the Book Club of Texas by calling Patt Perry at the Southwest Collection/Special Collections Library at (806) 742-2832. Individuals may request a membership application or arrange a time to personally view selected books offered by the club.

Hutchins Brings Technological Vision

New information Technology Services Department Head Geraldine "Geri" Hutchins is enthusiastic about the possibilities offered by new technologies.

New technologies will enable librarians to explore new and exciting means of offering and managing access to an array of global information, Hutchins said.

Hutchins, who began work at the Texas Tech Library on Oct. 19, previously served as a systems librarian at the University of Nebraska at Omaha Library.

"The Texas Tech University Library has done a masterful job of upgrading and consolidating technology services," Hutchins said, "by working toward a consistent interface to all electronic resources. I am excited about helping the library expand these capabilities and explore services like electronic document delivery and expanded network printing."

Prior to her Texas Tech appointment, Hutchins served as head of library systems at the University of Mississippi at Oxford; systems librarian at the University of Arkansas at Fayetteville; library liaison officer at the AMIGOS Bibliographic Council in Dallas; library instruction coordinator/information services librarian at East Tennessee State University in Johnson City; and humanities reference librarian at Texas A&M University in College Station.

Hutchins earned an associate's degree from New Mexico State University (San Juan Branch) in 1979 and a bachelor's degree (magna cum laude) from Eastern New Mexico University in 1981. She received a master's degree in library science from the University of Arizona in 1982.

Retirements Bring Changes

Two stalwarts of the Texas Tech University Library have retired after a total of 67 years of service to Texas Tech students, faculty and staff.

Virginia Andrews retired in May as head of Information Technology Services after serving 40 years at the University Library. Three months later, Oleta Armstrong announced her retirement as assistant head of Information Services for reference after serving 27 years at the Library.

Both Andrews and Armstrong witnessed a technological change in academic libraries, said Libraries Dean E. Dale Cluff. Their efforts provided the leadership required to take the Texas Tech Library beyond physical walls.

Because of the partnerships Andrews forged with other academic libraries, consortiums were formed to increase the Library's purchasing power and the sharing of information with all patrons. Andrews was instrumental in putting the Library on the cutting edge of information technology, Cluff said.

According to Information Services Head Mary Ann Higdon, Armstrong began working at the library in 1971, and quickly developed a reputation as an excellent reference librarian skilled at answering the most difficult information questions. She leaves a legacy of always providing users with the best possible service.

Lyerla Travel Grant Applications Available

Applications for the Gloria Lyerla Library Memorial Fund Research Travel Grants are now available to faculty from the Office of Library Administration.

The purpose of the Lyerla Grants is to assist Texas Tech University faculty with the costs to access rare materials that cannot be borrowed because of their rarity or the mere size of the collection.

Successful applicants will receive an award of up to $750. The award must be used for the exclusive purpose of helping to defray the researcher's travel expenses.

Applicants must be full-time tenure track or tenured faculty members, and applications must be submitted to the Executive Assistant to the Dean of Libraries by Feb. 15, 1999. Successful applicants will be notified by March 15, 1999. The grant is intended to be used in the 12 months immediately following the award announcement.

Previous recipients of a Lyerla Grant are eligible to reapply to the program during the third calendar year following their award.

The grant application requires an assurance from the intended research institution that the collection is available for the faculty member's use.

Gloria Lyerla worked for more than 30 years at the University Library. Her support of research on the campus and throughout Texas was an inspiration to her colleagues. The fund was established by friends and family in memory of her years of service supporting Texas Tech researchers in their efforts to acquire information from rare and/or difficult-to-retrieve materials.

Persons interested in receiving application materials should contact the Office of Library Administration at (806) 742-2261 located in Room 104 of the University Library.

Legends Symposium Features West Texas Treasure

After being the subject of the Southwest Collection's first Legends of the Southwest Symposium in April, noted Texas novelist Elmer Kelton likened it to high school biology.

"It feels a little odd," said the understated Kelton, "when they're dissecting you like a frog."

The day-long symposium and Kelton's address to the Friends banquet that evening focused on various aspects of Kelton's life and work and coincided with the 50th anniversary of his first publication in 1948.

At age 72 Kelton has written more than 35 novels and 50 short stories. The San Angelo novelist has won six Western Writers of America (WWA) Spur Awards and four Western Heritage Awards from the National Cowboy Hall of Fame. In a survey of 100 WWA members three years ago he was voted the greatest western writer of all time.

His papers are housed in the Southwest Collection/Special Collections Library and in December he will receive an honorary doctorate of letters from Texas Tech University.

Speakers on the Legends symposium included University of Texas at El Paso and Women's Studies Head Shelley Armitage; Hardin-Simmons University Arts and Sciences Dean Lawrence Clayton; Texas Tech English Professor Emeritus Kenneth Davis; Texas A&M University-Commerce English Professor Emeritus Dorys Crow Grover; Western Writers of America President Preston Lewis; New Mexico State University-Carlsbad English Instructor Rebecca Matthews; and Texas Tech Electrical Engineering Professor Darrell Vines.

Coronelli Globe Debuts in January

The Library's 1688 Coronelli globe will be permanently displayed in the Rotunda of the Southwest Collection/Special Collections Library when the globe's optical quality glass enclosure is complete in January.

Helmut Guenschel Inc. in Baltimore, Md., is constructing the glass enclosure. The firm, which specializes in exhibit cases, is constructing an octagonal display case that will stand 8 1/2 feet wide by 10 feet high. A platform two feet wide and 9 inches high will surround the enclosure's base.

The enclosure is being constructed from burnished aluminum and glass. Fiber optical lighting at the top and bottom of the case will provide optimum illumination and prevent heat from building up in the case. Additionally, silica gel chambers located within the enclosure's platform will help to maintain a stable humidity within the case.

"Our challenge focused on creating a glass enclosure that would compliment the eight-sided Rotunda of the Southwest Collection/Special Collections Library," said Chief Conservator Scott Devine. "After much consideration and planning, we came to the conclusion that an octagonal case had to be created."

Devine, together with Special Collections Archivist Bruce Cammack, designed the octagonal enclosure prior to reviewing numerous bids and selecting Helmut Guenschel Inc. to complete the construction.

Because of the enclosure's design, patrons will be able to stand within less than a foot of the 42-inch diameter globe. The enclosure will provide viewers with excellent angles from which to observe some of the globes more unique characteristics, he said.

The globe was refurbished through a donation from Texas Tech Regent James E. Sowell, Class of '70, who dedicated it in honor of Texas First Lady Laura Bush for her support of education, libraries and literacy.

The globe is one of three such 1688 Coronelli globes in the United States, Libraries Dean E. Dale Cluff said. Texas Tech purchased the globe in 1968 for $6,000, but a current appraisal estimates the globes value at approximately $300,000.

WTHA Moves to Southwest Collection

A fall reception attracting more than 170 people from throughout Texas marked the opening of the West Texas Historical Association's new headquarters at the Southwest Collection/Special Collections Library.

Hardin-Simmons University in Abilene had sponsored the association for the last 75 years, but in order for the organization to grow the time had come for a change, said B.W. Aston, the outgoing WTHA Executive Director. Texas Tech through the Southwest Collection and the History Department was willing to provide the necessary support for future growth.

Texas Tech University Chancellor John T. Montford, who served as one of the keynote speakers, said the legacies established by the WTHA will benefit the Southwest Collection/Special Collections Library for years to come.

Associate Dean of Libraries William E. Tydeman said the WTHA's move, which would have been impossible without the support of the Department of History, adds to the academic prestige of the Southwest Collection and enhances the resources available to scholars studying at Texas Tech.

The WTHA's board members voted Texas Tech History Professor Paul H. Carlson as the association's new interim executive director. It also named Archives and Manuscripts Head Tai Kreidler as the associate editor of the organization's annual *Year Book*. In addition, the board members named Archivist Librarian Freedonia Paschall as West Texas history editor for the organization's publications.

The association's board members also elected as its 1998-99 president History Professor Emeritus Harwood Hinton of Austin, who served as a tenured faculty member at the University of Arizona in Tucson for many years.

The WTHA was founded in 1923 by West Texans interested in preserving the history and lore of the region. Founders included Professor Rupert Norval Richardson of Abilene, County Judge and Attorney R.C. Crane of Sweetwater and Texas Tech Professor William Curry Holden of Lubbock.

Electronic Collections Offer Increased Access

Texas Tech University Library patrons may now select more information from two more electronic databases with the addition of *Archives USA* and *STAT USA*.

The new electronic materials represent a mixture of full-text, indexed and abstracted documents. The electronic option is especially convenient because students and faculty do not have to physically enter the library to access these materials.

Archives USA is an electronic database integrating three information resources aimed at patrons using primary source materials.

The first resource available in *Archives USA* consists of a manuscript directory providing users with mailing addresses, e-mail addresses and URLs, operating hours as well as information about specific holdings. The second resource includes 75,000 records from the National Union Catalogue of Manuscript Collections. The third resource consists of names and a detailed subject indexing of more than 42,000 collections whose finding aids have been published separately in a variety of well-known microfiche series and in the National Inventory of Documentary Sources in the United States.

STAT USA is an agency of the U.S. Department of Commerce's Economics and Statistics Administration. The agency delivers information in the areas of economics, business and international trade via a user friendly website.

The Texas Tech University Libraries now provide access to more than 1,500 electronic journals. They are composed primarily of full-text, indexed and abstracted materials. Please check the library's web page at http://www.lib.ttu.edu for more information.

Expanded Hours Accommodate Patrons

The Texas Tech University Library this academic year is open almost 14 additional hours each week during long semesters, compared to the 1997-98 academic year.

According to Associate Dean of Libraries Douglas Birdsall, the new hours bring to 114 the number of hours of weekly service. An additional 72 hours of service are scheduled during the final exam week.

Under the new schedule the library is open 7:30 a.m. to 1:30 a.m. Monday through Thursday, from 7:30 a.m. to 10 p.m. Friday, from 9 a.m. to 10 p.m. Saturday and from 11-1:30 a.m. Sunday.

For nine days before and during final examinations during long semesters the University Library will operate under extended hours from 7-3 a.m. Monday through Friday, 9-3 a.m. Saturday and 11-3 a.m. Sunday. The extended hours during the final exam schedule equate to 20 extra hours of operation on weekdays, and 18 extra hours of operation on weekends.

During the 1998 fall semester, the University Library will be closed Nov. 26-27 for Thanksgiving and Dec. 24-27 for the holidays. The library also will be closed during the 1999 spring semester Jan. 1 for New Year's Day, Jan. 18 for Martin Luther King Day and April 4 for Easter.

Patrons may phone (806) 742-2251 to access recorded information about hours for the current month. Hours of operation for the year are posted in the University Library and on the library web page at http://www.lib.ttu.edu

The hours at the Southwest Collection/Special Collections Library, however, will remain the same with the exception of expanded Saturday hours from 10 a.m. to 5 p.m. The library is open from 9 a.m. to 5 p.m. Monday, Wednesday and Friday; and from 9 a.m. to 7 p.m. on Tuesday and Thursday. The building is closed on Sundays. Individuals should call (806) 742-3749 to learn when the library is closed during holidays and intersessions.

Playa Lake Resources Now Available

An on-line database containing resources on playa lakes and the Ogallala Aquifer has become, in the words of one Texas Tech University Science Librarian, "an international center of research into all aspects of playa lakes."

Science Librarian Bill Johnson, who created the new database in collaboration with Ordering and Receiving Supervisor Marina Oliver, said the Web-based resource contains bibliographic citations, abstracts, images and full text articles that are useful to engineers and biologists studying any aspect of playa lakes, such as the filtration of playas on underground water systems like the Ogallala Aquifer.

The term *playa* has been used for more than 100 years to describe the shallow, flat basin of a desert plain, Johnson said. Playa basins flood after storms to form playa lakes, where the water evaporates rapidly and filters into the underlying soil and aquifer.

The database is available on the World Wide Web as the Playa/Ogallala Bibliography & Full-text Resource at http://www.lib.ttu.edu/playa/

Citations in the bibliographic database are divided into three main groups: life sciences, physical sciences and management. The life sciences are divided further into aquatic, terrestrial and wildlife ecology; and the physical sciences are subdivided into the topics of geology, hydrology and soils. Within each group, citations are listed alphabetically by title and by a unique, assigned number representing the subject category and publication year. Additionally, citations are indexed by author, subject and geographic region.

Friends Go On-line

A new Web page focusing on the Friends of the University Library/Southwest Collection offers library patrons news and information about Friends activities.

The Web page may be accessed through the University Libraries web site at http://www.lib.ttu.edu by clicking on the word Friends. The page contains information on the organization's purpose, membership levels and benefits as well as how to join the Friends.

Individuals may communicate inquiries to the Library Development Office via staff members' e-mail addresses. The site also contains electronic versions of the *ACCESS* newsletter and selected press releases regarding events.

To learn how to join the Friends, please call (806) 742-3685.

Collectibles

New collections have been processed and are now available for scholars and patrons in the Holden Reading Room of the Southwest Collection/Special Collections Library. These collections include:

Samuel Burk "S.B." Burnett Collection

Papers from the late Samuel Burk "S.B." Burnett, founder of the 6666 Ranch as well as a banker and oilman, include 69 boxes of materials documenting the ranch's operations.

The collection contains correspondence, financial materials and oil and gas records outlining Burnett's business activities with banks, oil companies, his ranches and real estate from 1874 to 1981.

Tobolowsky Papers on Texas ERA

The late Hermine Dalkowitz Tobolowsky is known to many as the "Mother of the Texas ERA."

Tobolowsky, an attorney who died in July 1995, directed efforts that led to the passage of the Texas Equal Rights Amendment. It was ratified in 1972 after being introduced in 1959.

The collection, donated in 1996, consists of correspondence, printed material, speeches and reports documenting the campaign for women's equality in Texas between 1932-95.

Papers of Author, Humanist and Artist

The personal papers of San Antonio author, humanist and artist Amy Freeman Lee include 13-boxes of materials dating from 1980-97.

Lee has published three books and authored numerous articles on fine arts, humanities and animal welfare. She also is a self-taught watercolor painter who established the Texas Watercolor Society in 1949, and served as one of its first presidents. Altogether, her work has been featured in more than 400 art exhibitions worldwide.

Newspaper Writer and Editor's Papers

Ernest V. Joiner's papers highlight his 36-year career as a newspaper editorial writer and editor. The collection, dating from 1911, contains correspondence, awards, photographs, speeches, memorabilia, scrapbooks and newspaper editorials. Joiner, a Texas Tech graduate, retired in 1991.

Papers of Women Marines Director

The personal papers of Margaret M. Henderson, the former director of the Women Marines, include reports, programs, orders, telegrams, travel vouchers, calendars, literature and newspaper clippings. She served as one of the highest-ranking members of the Women Marines, and as a Marine officer, administrator and teacher for 21 years.

Helenn Rumpel Collection

Fine art fiber artist Helenn Johnson Rumpel has donated eight new boxes of her papers to the existing Rumpel Collection.

The papers from 1947-89 consist of correspondence, notebooks, oversized and printed materials, photographs and scrapbooks.

Rumpel is an internationally renowned multi-media artist, lecturer and teacher living in Santa Fe, N.M.

Western Writers of America Inc. Records

The records of Western Writers of America Inc. document the group's activities from 1953 through 1993.

Established in 1952, WWA is a professional organization for writers of fiction and non-fiction literature on the American West. WWA annually present Spur Awards honoring excellence in western writing.

Novelist Jeanne Williams' Papers

The papers of Novelist Jeanne Williams consist of correspondence pertaining to her literary profession and several book manuscripts.

A four-time recipient of the WWA Spur Award, Williams has published more than 70 stories and 25 books. Her writings, which are told from a woman's perspective, include juvenile fiction, gothic novels, historical romances and historical novels.

Staff Briefs

Commonly used abbreviations in the staff briefs section are:

ACRL	*Association of College and Research Libraries*
ALA	*American Library Association*
LEIAN	*Llano Estacado Information Access Network*
RASD	*Reference and Adult Services Division*
TLA	*Texas Library Association*

Posie Aagaard has accepted a position as senior library specialist in the ordering and receiving unit of the Acquisitions Department.

Liz Applin, executive assistant to the dean, has been elected 1998-99 president of the Metro City Chapter of the American Business Women's Association.

John T. "Jack" Becker, education and agriculture librarian, and ***Sandy River***, women's studies, philosophy and English librarian, have been accepted as members of the 1998 TLA Class of Tall Texans.

Steve Bogener, archival assistant at the Southwest Collection/Special Collections Library, received his doctoral degree in history from Texas Tech in December. He received research credit for his contributions to "Surviving the Dust Bowl," which aired on PBS's *The American Experience* this spring.

Angel Boot has accepted the position of Clerical Specialist III at the Southwest Collection/Special Collections Library.

Janie Boyd has been appointed financial specialist for materials ordering in the Acquisition Department.

Vicky Brown has accepted a position as library specialist in the ordering/receiving unit of the Acquisitions Department.

Donell Callendar has accepted the position of senior library specialist in the circulation unit of the Access Services Department.

Continued on page 9

YES! Count me as a Friend

Individuals *(spouse may also be included)*

____	Founders Club	$5,000
____	Library Fellow	$1,000
____	Benefactor	$500
____	Patron	$250
____	Sustaining	$125
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____	Regular	$30
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Texas Tech Foundation, Inc. for Friends, Library/SWC.

Sandra Castillo has accepted a position as part-time library specialist in the database management unit of the Bibliographic Services Department.

Scott Devine, chief conservator, completed a course in August on "Medieval Pigments: Their History, Production and Use." The course, taught in northern Italy, focused on methods of treatment for illuminated manuscripts.

Xavier Enriquez has been promoted to supervisor of Circulation Services in the Access Services Department.

James Ginther, Jr., senior archivist at the Vietnam Archive, is the recipient of the 1998 Gen. Lemuel C. Shepard Fellowship from the Marine Corps Heritage Foundation. The fellowship will allow Ginther to study Marine Corps aviation technology.

Greg Holman has accepted a half-time position in the serials maintenance unit of the Acquisitions Department. His responsibilities include processing for all areas of the Southwest Collection's serial titles.

Geraldine "Geri" L. Hutchins has accepted the position of head of the Information Technology Services Department, effective this fall. Hutchins previously served as a Systems Librarian at the University of Nebraska at Omaha Library.

Stephen Jones has accepted a position as library specialist in the copy cataloging unit of the Bibliographic Services Department.

Vicky Jones wrote a bibliography about the 1960s British pop group "The Hollies," which appeared in the June 1998 issue of the ***Bulletin of Bibliography***, Vol. 55, No. 2.

Preston Lewis completed a two-year term as president of Western Writers of America in June and will now serve two years on the board as chair of the nominating committee. His 20th novel was published in July.

Terri Marks has accepted a position as library specialist in the general cataloging unit of the Bibliographic Services Department.

Susan McHam has accepted a position as library specialist in the copy cataloging unit of the Bibliographic Services Department.

Jim Niessen, history and foreign languages librarian, recently was appointed to the working group of the German Resources Project, which is part of ARL's Global Resources Program. In June, he participated in an all-day meeting of the working group at the Library of Congress in Washington, D.C. focusing on document delivery, digitization, cataloging and collection development.

Rebecca "Becky" Ramos has accepted the position of clerical specialist III in the Office of Library Administration.

Esmeralda Rodriquez has accepted the position of library specialist in the current periodicals and microforms unit of the Acquisitions Department.

Heather Ryan has been appointed library specialist in the serials maintenance unit of the Acquisitions Department. Ryan holds a bachelor's degree in business administration from Angelo State University.

Mary Ruth Thurmond has been appointed temporary catalog librarian in the Bibliographic Services Department.

Ben Walton has accepted the position of technician II in the Information Technology Services Department. He earned a degree in criminology in December 1995 from Sam Houston State University, and currently is pursuing a master's degree at Texas Tech in computer science.

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WEBSITES

Marketing

American Marketing Association (AMA)

<http://www.ama.org/>

This is a good reference tool for managers, researchers, educators, students, and AMA subscribers. There are links to publications, conferences, and resources, complete with a code of ethics for marketing on the Internet.

Marketing Library Service (MLS)

<http://www.infotoday.com/mls/mls.htm>

Here is a newsletter designed specifically to provide information professionals in all types of libraries ideas for marketing their services. Included are numerous suggestions for planning programs, making money, increasing business, and proving your efforts' value to your administrator.

Web Marketing Information Center

<http://www.wilsonweb.com/webmarket/push.htm>

Web Marketing Information Center contains an online newsletter of marketing tips from experts, along with links to thousands of articles.

Web Marketing Today

<http://www.webmarketingtoday.com/wmt/>

Web Marketing Today is a free twice-monthly e-mail newsletter. Available at this site are hundreds of current articles about effective web marketing and a variety of links to such topics as banner ad design, marketing research, news headlines, privacy issues, and sponsorships.

WorldOpinion

<http://www.worldopinion.com/home.taf>

This site offers current research news on international market research. There are links to U.S. political polls, references, survey samplings, and the latest research findings.

Public Relations

The National PR Network

<http://www.usprnet.com/>

This site offers an online magazine and daily news briefs about PR related subjects. There is also a PR search engine for the web and professional resources.

Directory of Public Relations Agencies and Resources

<http://www.webcom.com/impulse/prlist.html>

This site has separate lists of links for U.S. agencies (approximately 263), agencies in other countries (approximately 119) and public relations organizations and resources (approximately 145). Searches are possible by agency name or keywords. The organization and resources section at <http://www.impulse-research.com/impulse/resource.html> has excellent lists in the categories of related services, organizations and associations, promoting your website, finding people on the Internet, and online publications.

PR Central

<http://www.prcentral.com/>

PR Central's online newsletter contains examples of successful PR campaigns undertaken by a particular company or firm. There is also an extensive online library of case histories in the field.

Public Relations Society of America (PRSA)

<http://www.prsa.org/>

PRSA is the world's largest organization for PR professionals with more than 18,000 members. This site offers some useful publications and manuals.

PR Web

<http://www.prweb.com/>

At this site, it's possible to post a news release online free of charge. In the PR Coach area, there are articles from PR professionals discussing how they meet daily challenges.

Marketing and Public Relations

Marketing and Public Relations

<http://alexia.lis.uiuc.edu/~lis405/marketing/405g1.htm>

Here is an excellent article by Ghulam Haider, Suella Kennedy, and Pam McCuen on the server of the Graduate School of Library and Information Science at the University of Illinois at Urbana. It covers definitions and strategic planning for marketing and public relations within the context of special, academic, and public libraries. There are lengthy resources—both published and online—for further material on practicing marketing or public relations within these three types of libraries.

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QTY	TITLE	
____	SP241	Gifts and Exchange Function
____	SP240	Marketing and PR Activities
____	SP239	Mentoring Programs in ARL
____	SP238	ARL GIS Literacy Project
____	SP237	Managing Food and Drink
____	SP236	TL 7: E Theses/Diss
____	SP235	Collaborative Coll Managmnt
____	SP234	TL 6: Distance Learning
____	SP233	ARL in Extension/Outreach
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